BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
JANUARY 15, 1935

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY

A Precious Reason Why!

For the Effectiveness of Daytime Radio Hours

Meet the "Royal Highness" of his family! What clothes he wears out, what medicines relieve his childhood illnesses, what foods satisfy his husky appetite, his mother buys. For mother is the real planner-manager-shopper of the entire family.

Reach her by radio when she is most concerned with endless duties of homemaking . . . *in the daytime.* For it is during the day that she depends upon the messages of radio advertisers to guide her in her daily household and shopping problems.

In Washington, NBC offers a choice of two popular stations; either WRC or WMAL. Both cover this concentrated retail buying market completely and effectively, and boast selling records which should be of real interest to spot and local broadcasters.

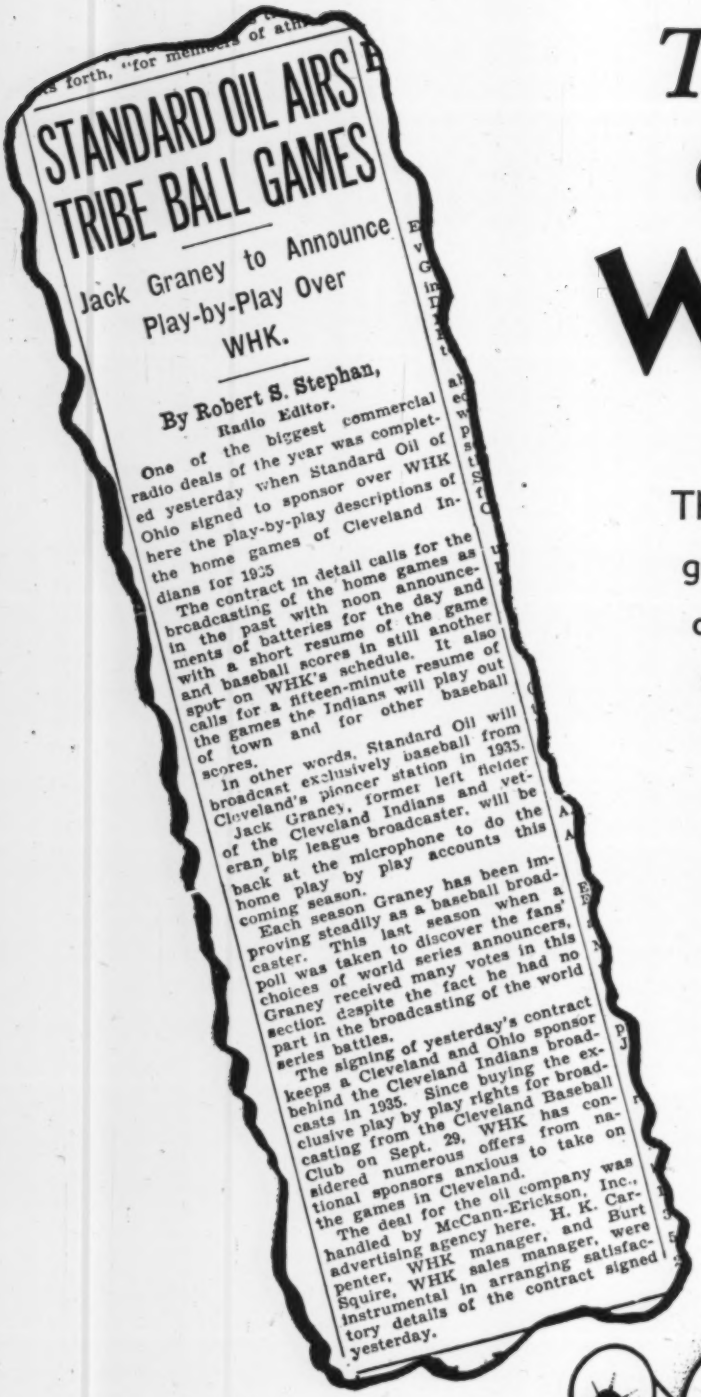
Use WMAL or WRC to reach this special group of women in the Washington area. Use NBC Daytime Radio Hours to sell them . . . at half the cost of evening time.

WRC OR WMAL
WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR



STANDARD OIL AIRS TRIBE BALL GAMES

Jack Graney to Announce Play-by-Play Over WHK.

By Robert S. Stephan,
Radio Editor.

One of the biggest commercial radio deals of the year was completed yesterday when Standard Oil of Ohio signed to sponsor over WHK here the play-by-play descriptions of the home games of Cleveland Indians for 1935.

The contract in detail calls for the broadcasting of the home games as in the past with noon announcements of batteries for the day and with a short resume of the game and baseball scores in still another spot on WHK's schedule. It also calls for a fifteen-minute resume of the games the Indians will play out of town and for other baseball scores.

In other words, Standard Oil will broadcast exclusively baseball from Cleveland's pioneer station in 1935. Jack Graney, former left fielder of the Cleveland Indians and veteran big league broadcaster, will be back at the microphone to do the home play by play accounts this coming season.

Each season Graney has been improving steadily as a baseball broadcaster. This last season when a poll was taken to discover the fans' choices of world series announcers, Graney received many votes in this section despite the fact he had no part in the broadcasting of the world series battles.

The signing of yesterday's contract keeps a Cleveland and Ohio sponsor behind the Cleveland Indians broadcasts in 1935. Since buying the exclusive play by play rights for broadcasting from the Cleveland Baseball Club on Sept. 29, WHK has considered numerous offers from national sponsors anxious to take on the games in Cleveland.

The deal for the oil company was handled by McCann-Erickson, Inc., advertising agency here. H. K. Carpenter, WHK manager, and Burt Squire, WHK sales manager, were instrumental in arranging satisfactory details of the contract signed yesterday.

Three Winners

Cleveland Indians—

WHK VIS

Three winners in the Cleveland Trading Area got together the other day and signed a contract that will again give radio fans a real treat next spring and summer. The Cleveland Indians, a real threat in the American League pennant race; The Standard Oil Company (Ohio) always a winner in the petroleum products field; and WHK, Cleveland's pioneer broadcasting station a winner since 1921. ● Put your product in the winner class in the Cleveland market through the merchandising facilities of WHK. Write or wire for details

Advertising Executive
now the time precedin
land baseball feature.

BURT SQUIRE
Sales Manager

WHK
CLEVELAND

NATIONA
REPRE
SLE
CHICA
General

180 N. MICHIGAN AVENU
Chrysler Building, New York, N.

CLEVELAND'S PIONEER BROADCASTING STATIO

Get Together!

Standard Oil Company (OHIO) — WHK

SION FULFILLED

Last September when H.K. Carpenter, General Manager of WHK, contracted to broadcast play-by-play descriptions of the Cleveland Indians' home games he was looking toward the future, a future that held better times for everybody. ● Here you see the fulfillment of that vision. H.K. Carpenter (center) WHK General Manager, accepting Standard Oil Company (Ohio) baseball broadcast contract from Burt Squire (left) Sales Manager of WHK and Harry H. Stair (right) Account Executive.

with vision will reserve and following this Cleve-

REPRESENTATIVES
SLEININGER INC.
CHICAGO, ILLINOIS
General Motors Bldg., Detroit, Mich.

WHK
CLEVELAND

H. K. CARPENTER
General Manager

CLEVELAND'S PIONEER BROADCASTING STATION

6429 Votes for "5 Star Final" in 3 Days

An Interview with EDWARD ALESHIRE
Vice-President, American Broadcasting System

Amazing Response to Cancellation Threat Reveals That Fans Like Dramatized News on ABS; Shows Advertisers How To "Cash In" on New Chain's Ready-Made Audience

THE LIKES and dislikes of radio listeners are usually harder to predict than the fickle vacillations of a woman's heart. To discover the answer in the case of one program, new chain's promotion department put the question up to the fans themselves. The overwhelming response on "5 Star Final" proves conclusively that the public does like drama in their radio news; that ABS programs are produced with a practical showmanship that can also ring the bell commercially. In the columns below is related the story of how this interesting test was conducted by ABS; what it proves about coverage of radio's fourth major network. And – how alert advertisers can buy this proven circulation at one-third lower cost per available listener.

ON DECEMBER 18, 19 and 20, radio fans long accustomed to hearing "5 Star Final" as a sustaining program on ABS, were shocked to hear genial Ted Webbe announce: "This period has been requested for another program. Although happy to have presented '5 Star Final' for your entertainment these two months, it will not be broadcast after Friday unless enough people write in to prove that our audience really wants it to stay on the air. To vote, simply send your name and address on a postcard to ABS, New York, by Friday night."

Glad were ABS and Ted Webbe to return with "5 Star Final" Friday and Monday nights to tell anxiously-waiting fans that thousands and thousands of votes had been received; that there would be no further question about keeping this program on the air.

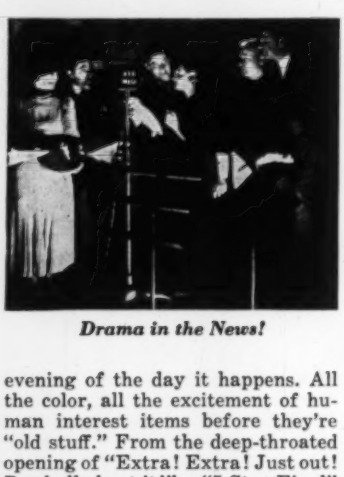
For within the three-day period, vote after vote came into ABS Broadway headquarters. Final tabulation revealed the amazing total of 6,429 votes in this fairest of audience polls. Included were long, imploring petitions from clubs and organizations where "5 Star Final" had become an institution. Brooklyn policemen got 662 signatures on one day.

No surprise was this to ABS showmen, long proud of the show. But even more amazing to advertising men will the news be when we point out that no inducement was offered to obtain votes. The public's endorsement of "5 Star Final" was entirely voluntary. No presents were given away. No prizes were offered. Only one motive induced listeners to respond – sincere desire to continue hearing this program. And – now there can be no question about that.

What is "5 Star Final"?

CERTAINLY NEWSWORTHY is a program that can thrive in such fashion against competitors like Edwin C. Hill presenting "The Human Side of the News"; "Eno Crime Clues" with their hair-raising thrillers; Rudy Vallee's tuneful "Variety Hour"; and lilting Jessica Dragonette, veteran of many "Cities Service Hours". Let's see, then, exactly what "5 Star Final" has that made 6,429 fans respond so devotedly.

Vivid quarter-hour dramatization of the day's news is "5 Star Final". Broadcast 8:15 to 8:30 P.M., New York time, daily except Saturday and Sunday. Bringing the day's news, hot off the press early in the evening of the day it happens. All the color, all the excitement of human interest items before they're "old stuff." From the deep-throated opening of "Extra! Extra! Just out! Read all about it!" – "5 Star Final" is packed with thrills . . . real as life . . . presenting deep-etched pictures of love, hate, heroism as they occur in the world we live in!



Drama in the News!

There can be no question about it. Five star entertainment is "5 Star Final". The kind that has proven its ability to get and hold listeners. The loyal kind of listeners who can be converted into customers by sponsors. For besides the huge vote cast by its well-established audience, "5 Star Final" has already sold merchandise for advertisers.

Sustaining on the network, it has been commercialized locally in several cities. WIP (ABS to Philadelphians) reports: "The Harvard Radio Stores sponsor a spot announcement immediately following '5 Star Final' every night. After the first announcement enough radios were sold to pay for the first two weeks of broadcasting!"

Earns Lavish Praise

NOR IS "5 Star Final" any stranger to praise. Critics rave about it. Says shrewd Mary O'Neill of the Albany Knickerbocker Press: "I have been fascinated by the completeness and exactness of those '5 Star Final' broadcasts. They dramatize the day's highlights in news as well as the once-weekly 'March of Time'! It amazes me that the thing is so perfect with but a few hours for preparation."

Less amazed would critic O'Neill be if she would attend "5 Star Final" rehearsals. For, under the able guidance of Dramatist Don Clark and Producer Phillip Barrison, ABS actors and actresses put on magnificent performances that would do credit to any stage.

"The Play's the Thing"

ALERT COMMENTATORS point out that in radio, even more than any other form of dramatic expression, the play is still the thing to get an audience. Physical coverage doesn't necessarily guarantee listeners. Good programs on small stations, well-received in basic areas where people and buying power are concentrated, may have a larger circulation than poor programs on super-power stations – a fact well-illustrated by "5 Star Final." As well as the many other programs that complete the 16-hour program schedule being fed to the 22-station ABS network every day.

Thanks to another radio editor. Again we are grateful. Quote we: "I have yet to meet an unfavorable reply. (In answer to question: *How do you like the new chain?*) The office boy likes the sport broadcasts. He listened to the Six-Day Bike Race from Madison Square Garden. Hockey, too. The superintendent of my apartment house was wreathed in smiles because 'they have lots of the old-time music. I like that.' Their dramas of mystery are exciting and filled with an excellent array of characters. Dance bands not heard over other networks are brought in; as well as the Saturday Night Nick Kenny Scandals, with a stage, screen or radio star."

Likewise, ABS special events are outstanding. Billboard, theatrical journal, comments: "Easily the outstanding special event of 1934, was ABS's handling of the Morro Castle investigation which still impresses as being the program that got more space and attracted more listeners than any other in recent years."

These are the deeds ABS is performing to build its audience. Fan response and critics' orchids, in our opinion, prove that this has been accomplished. Fast-growing numbers of listeners keep dials tuned to ABS programs. Ready, willing prospects for anything from toothpaste to tiaras are here for advertisers.

Lowest Cost Per Listener

OF EQUAL importance, comparison of rate cards and coverage claims shows that the ABS basic network offers adequate coverage of metropolitan markets at about one-third lower cost per available listener than that given by other basic networks.

No "super"-coverage, claim we. And – you don't pay for it! Hence, in our opinion, ABS offers a more efficient formula for selling merchandise today.

AMERICAN BROADCASTING SYSTEM, INC.
1697 Broadway, New York
230 N. Michigan Ave., Chicago
3300 Union Guardian Bldg., Detroit

Chevrolet on ABS!

ON JANUARY 4, Chevrolet blazed another trail when it sponsored the Max Baer vs. Babe Hunt fight on the ABS network. Originating in the automobile capital, officials say the bout contributed greatly in introducing the new 1935 Chevrolet to American motorists. It is easy to understand why ABS was selected to carry this important fight, for fans have looked to the new network for outstanding features ever since its inception.

ABS Adds New Stations

PRESIDENT STORER recently announced the addition of two new outlets, bringing his ABS network to 22 cities. The newest members of the family are KARK, Little Rock, and WNBR, Memphis. Their chain affiliation has already brought both broadcasters many congratulatory messages from Southern listeners.

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BROADCASTING
and
Broadcast Advertising

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Drastic Copeland Bill Stirs Up Opposition

By SOL TAISHOFF

Crippling of Important Business Groups Is Predicted Proprietary Association Favors Bill of Its Own

REPETITION of the turbulent scenes of last year which centered around the food, drugs and cosmetics legislation appears certain with introduction of the 1935 version of the Tugwell-Copeland bill (S. 5), which is regarded as even more drastic than its predecessor of the last session of Congress in restricting the sale and advertising of affected commodities.

Introduced Jan. 3 by Senator Copeland (D.) of New York, sponsor of similar legislation at the last session, the measure stirred up spontaneous opposition among important groups which feel their operations would be curtailed, if not crippled, through enactment in its present form. On behalf of the broadcasting industry, Henry A. Bellows, as legislative counsel of the NAB, wrote Senator Copeland on Jan. 8 requesting an opportunity to appear before the Senate Commerce Committee. Similar requests for hearings, it was learned, would be filed by the Proprietary Association, American Newspaper Publishers Association, and a number of other groups vitally interested.

Arbitrary Power

ADVERTISING provisions of the new bill appear more stringent than those contained in the last version of the legislation offered last year. In a nutshell, the pending measure would place arbitrary power in the hands of the Secretary of Agriculture to regulate food, drugs and cosmetics advertising, with that power to be exercised in advance of, rather than following decisions of the courts, and would create wasteful and costly regulation of advertising that duplicates the authority now vested in the Federal Trade Commission.

Of far less import than the Copeland measure, but significant nevertheless, was a separate bill introduced Jan. 10 by Senator McCarran (D.) of Nev., (S. 580), which was referred to the Commerce Committee. The measure was similar to one he offered last session sponsored by Charles Wesley Dunn, counsel for the Associated Grocery Manufacturers, Inc., and American Pharmaceutical Manufacturers Association, and allied groups which opposed the original Tugwell-Copeland legislation.

Senator Copeland, who has stated repeatedly that the new legislation will be passed at this session, has succeeded to the chairmanship of the Commerce Committee, placing him in a more strategic position. Last year he was ranking majority member and chairman of the subcommittee handling the legislation originally espoused by Rexford Guy Tugwell, Under-secretary of Agriculture.

As was the case last year, it appears likely that opponents of the bill in its present form, all of whom have gone on record in support of "reasonable" legislation, will present a united front in demanding far-reaching changes in S-5. A tentative proposal, drafted by the Proprietary Association, which has taken the lead in the offensive, proposes amendment of the present act, in force since 1906, rather than its scrapping, with the aim of including new provisions which fit the widespread development of these industries since that time.

Judicial Power

FIRST REACTION to the new measure was that it puts the Secretary of Agriculture in the position of "presiding judge" in all matters involving sale, labeling, grading and advertising of these commodities, whereas the existing law leaves him in the position of "complaining witness" before the courts. These groups, including the advertising media, support the contention made last year by the Federal Trade Commission that it is vested with adequate authority to take care of cases of false and fraudulent advertising, and that the new legislation, insofar as it relates to advertising, represents wasteful duplication of machinery.

In his letter to Senator Copeland, asking for a hearing, Mr. Bellows pointed out that the NAB last year protested similar legislation. "S-5," he wrote, "also introduces certain features which were not included in S-2800 (the final bill of the last session which failed of enactment) which apparently would be serious handicaps to wholly legitimate advertising.

"Above all, S-5 would set up a new authority with regard to advertising which would involve confusing, costly, and apparently needless duplication of the work now being very effectively done by the Federal Trade Commission under existing law. Under the provisions of S-5, every advertiser of foods, drugs or cosmetics, and every medium carrying such advertising, would apparently be subject to the jurisdiction of two distinct federal bodies, to the obvious detriment of all legitimate effort."

Secret Formulas

AMONG new provisions in S-5 are seen some of the demands made at the hearings last year on behalf of Consumers Research Reports by F. J. Schlink, head of the organization. Standing out among these is the provision for disclosure of formulas by proprietary manufacturers to the Department, which they contend would destroy their businesses, since their secret processes would be available to competitors.

Senator Copeland, in a statement inserted in the *Congressional Record* on Jan. 7, declared the new measure was far more satisfactory than any of its predecessors. Among other things, he maintained that the advertising provisions were greatly improved, and that the complaint voiced last session should be largely absent.

It is thought likely that, to offset the Copeland Bill, a measure will be introduced in the House contain-

(*Continued on page* 46)

Dr. Copeland's Statement

STATEMENT of Senator Copeland (D.) of New York, explaining the scope of purpose of his bill (S. 5) to regulate the sale and advertising of food, drugs and cosmetics.

"Mr. Copeland: Mr. President, Senators will find on their desks this morning a new food and drug bill. Many have asked me how it differs from the original act. I have ventured to prepare a statement relative thereto, which I ask may be printed in the *Record* for the enlightenment of all who are interested.

"There being no objection, the statement was ordered to be printed in the *Record*, as follows:

"For a number of years the Food and Drug Administration has been embarrassed by weaknesses in the food and drug laws. The original act was a revolutionary and epoch-making piece of legislation. It will ever stand as a monument to the great pioneer in pure food and drugs, Dr. Harvey W. Wiley.

"Naturally, during a period of more than a quarter of a century, there would arise new problems and the necessity for further protection of the public. Court decisions have clarified and in some instances befuddled the law. The officials of the Administration have been embarrassed by reason of weaknesses which have become apparent through the progress of invention, discovery, and legal procedure.

"In June 1933 a bill was presented after numerous conferences in the Department of Agriculture with the various industries affected. When that bill reached the Senate there arose a good deal of opposition. Days and weeks of hearings resulted in numerous revisions. The measure laid on the desks of Senators today differs from S. 1944 of the Seventy-third Congress in several particulars. Some of them are the following:

"The first bill gave to the Secretary conclusive power as regards questions of fact. This is now left to the court if a contest arises.

"The old bill did not include any provision for court review of regulations. While that right existed under the common law, it has seemed wise to write into the bill a provision providing specifically for such review. In place of the official authority given the Secretary under the original bill to promulgate rules and regulations, this bill

(*Continued on page* 47)

Comparisons of New and Old Rate Schedules of NBC . . .

RED NETWORK

(Light face figures are old rates, **bold face figures are new**)

	1 hr.	(Diff.)	½ hr.	(Diff.)	¼ hr.	(Diff.)
WEAF	$ 900		$ 562		$ 352	
New York	1,000	+100	600	+38	400	+48
WEEI	400		250		156	
Boston	360	−40	216	−34	144	−12
WTIC	120		76		46	
Hartford	280	+160	168	+92	112	+66
WJAR	120		76		46	
Providence	200	+80	120	+44	80	+34
WTAG	120		76		46	
Worcester	160	+40	96	+20	64	+18
WCSH	120		76		46	
Portland, Me.	160	+40	96	+20	64	+18
KYW	440		276		172	
Philadelphia	440		264	−12	176	+4
WFBR	190		120		74	
Baltimore	200	+10	120		80	+6
WRC	190		120		74	
Washington	200	+10	120		80	+6
WGY	220		138		86	
Schenectady	360	+140	216	+78	144	+58
WBEN	200		126		78	
Buffalo	280	+80	168	+42	112	+34
WCAE	250		156		98	
Pittsburgh	320	+70	192	+36	128	+30
WTAM	300		188		118	
Cleveland	400	+100	240	+52	160	+42
WWJ	340		212		132	
Detroit	360	+20	216	+4	144	+12
WSAI	250		156		98	
Cincinnati	240	−10	144	−12	96	−2
WHIO	....		....		....	
Dayton, O.	200		120		80	
WMAQ	460		288		180	
Chicago	600	+140	360	+72	240	+60
KSD	210		132		82	
St. Louis	320	+110	192	+60	128	+46
WHO	300		188		118	
Des Moines	400	+100	240	+52	160	+42
WOW	190		120		74	
Omaha	320	+130	192	+72	128	+54
WDAF	190		120		74	
Kansas City	320	+130	192	+72	128	+54
TOTAL FOR	$5,710		$3,594		$2,236	
NETWORK	$7,120	+1410	$4,272	+678	$2,848	+612

BLUE NETWORK

WJZ	$900		$562		$352	
New York	1,000	+100	600	+38	400	+48
WBZ	250		156		98	
Boston	440	+190	264	+108	176	+78
WBZA	210		132		82	
Boston	160	−50	96	−36	64	−14
WFIL	310		194		122	
Philadelphia	400	+90	240	+46	160	+38
WBAL	190		120		74	
Baltimore	280	+90	168	+48	112	+38
WMAL	190		120		74	
Washington	200	+10	120		80	+6
WSYR	190		120		74	
Syracuse	200	+10	120		80	+6
WHAM	200		126		78	
Rochester	320	+120	192	+66	128	+50
KDKA	300		188		118	
Pittsburgh	400	+100	240	+52	160	+42
WGAR	250		156		98	
Cleveland	280	+30	168	+12	112	+14
WJR	500		312		196	
Detroit	440	−60	264	−48	176	−20
WCKY	250		156		98	
Cincinnati	280	+30	168	+12	112	+14
WENR-WLS	460		288		180	
Chicago	600	+140	360	+72	240	+60
KWK	210		132		82	
St. Louis	280	+70	168	+36	112	+30
KWCR	150		94		58	
Cedar Rapids	240	+90	144	+50	96	+38
KSO	150		94		58	
Des Moines	160	+10	96	+2	64	+6

BLUE NETWORK (Cont'd)

(Light face figures are old rates, **bold face figures are new**)

	1 hr.	(Diff.)	½ hr.	(Diff.)	¼ hr.	(Diff.)
KOIL	$190		$120		$74	
Omaha	200	+10	120		80	+6
WREN	190		120		74	
Lawrence, Kan.	240	+50	144	+24	96	+22
TOTAL FOR	$5,090		$3,190		$1,990	
NETWORK	$6,120	+30	$3,672	+482	$2,448	+458

OPTIONAL BASIC SERVICE

WLW	$1,200		$800		$532	
Cincinnati	1,200		800		532	
WKBF	190		120		74	
Indianapolis	160	−30	96	−24	64	−10

CANADIAN GROUP

CRCT	$190		$120		$74	
Toronto	280	+90	168	+48	112	+38
CFCF	190		120		74	
Montreal	240	+50	144	+24	96	+22
TOTAL FOR	$380		$240		$148	
GROUP	$520	+140	$312	+72	$208	+60

SOUTHEASTERN GROUP

WRVA	$190		$120		$74	
Richmond	160	−30	96	−24	64	−10
WTAR	190		120		74	
Norfolk	120	−70	72	−48	48	−26
WPTF	190		120		74	
Raleigh	120	−70	72	−48	48	−26
WSOC	190		120		74	
Charlotte	120	−70	72	−48	48	−26
WWNC	190		120		74	
Asheville	120	−70	72	−48	48	−26
WIS	190		120		74	
Columbia	120	−70	72	−48	48	−26
WJAX	190		120		74	
Jacksonville	120	−70	72	−48	48	−26
WFLA-WSUN	190		120		74	
Tampa	120	−70	172	−48	48	−26
WIOD	190		120		74	
Miami	120	−70	172	−48	48	−26
TOTAL FOR	$1,520		$960		$592	
GROUP	$1,120	−400	$672	−288	$448	−144

SOUTH CENTRAL GROUP

WAVE	$190		$120		$74	
Louisville	160	−30	96	−24	64	−10
WSM	300		188		118	
Nashville	320	+20	192	+4	128	+10
WMC	190		120		74	
Memphis	160	−30	96	−24	64	−10
WSB	300		188		118	
Atlanta	240	−60	144	−44	96	−22
WAPI	190		120		74	
Birmingham	120	−70	72	−48	48	−26
WJDX	190		120		74	
Jackson	120	−70	72	−48	48	−26
WSMB	190		120		74	
New Orleans	160	−30	96	−24	64	−10
TOTAL FOR	$1,550		$976		$606	
GROUP	$1,280	−270	$768	−208	$512	−94

SOUTHWESTERN GROUP

KVOO	$190		$120		$74	
Tulsa	240	+50	144	+24	96	+22
WKY	190		120		74	
Oklahoma City	200	+10	120		80	+6
WFAA-WBAP	300		188		118	
Ft. Worth-Dallas	320	+20	192	+4	128	+10
KPRC	190		120		74	
Houston	200	+10	120		80	+6
WOAI	190		120		74	
San Antonio	200	+10	120		80	+6
KTBS	190		120		74	
Shreveport	120	−70	72	−48	48	−26
KTHS	190		120		74	
Hot Springs	120	−70	72	−48	48	−26
TOTAL FOR	$1,440		$908		$562	
GROUP	$1,400	−40	$840	−68	$560	−2

(*Continued on page 45*)

NBC Sets Up Adjusted Rate Structure

Basic Station Charges Increased for the Most Part; Compensation Setup Will Be Announced Shortly

INTRODUCING an entirely new fiscal yardstick evolved after more than a year of study, NBC on Jan. 7 announced an "adjusted" rate structure designed to assess charges for its network facilities on a more scientific basis and at the same time to enable it to revamp compensation arrangements with affiliated stations more equitably.

The net effect of the new rate structure, which becomes effective Feb. 4, results in a slight general increase for the separate networks. Rates of basic stations, in the main, are increased, but these are offset largely by reductions in the charges for supplementary stations. Discounts are based upon weekly gross billings, rather than entirely upon frequency of broadcasts, and a special rebate is designed to benefit network advertisers using time consistently throughout the year.

Circulation Factors

THE NEW station compensation plan was not divulged simultaneously with the adjusted rate structure but will be announced shortly. Each station will be contacted individually by network representatives to negotiate this new arrangement which takes into account market, station coverage, audience reaction and other "circulation" factors heretofore not available.

Affiliates will be compensated on the basis of a percentage of the rate charged by the network advertisers for each station with the element of acceptance of network commercials also taken into consideration. To guarantee affiliates desirable time for local or national spot features, the arrangement will reserve to the stations periods of day and night time which the network will not offer nationally.

Apropos the station compensation plan, Frank Mason, NBC vice-president in charge of station relations, informed BROADCASTING Jan. 11 that stations would be contacted regarding it within a few days. "Indications are," he asserted, "that within a few days, representatives of the NBC station relations department will be on their way to visit each of the 72 associated stations of the networks to explain personally the new plan of network operation and station compensation.

Separate Treatment

"ALL STATIONS have been advised by telephone and every effort will be made to visit them with the least possible delay. Itineraries have been worked out for each NBC station relations representative to insure that the ground will be covered systematically and speedily. A portfolio, explaining the new plan as it affects each individual station, is being prepared in order to facilitate the work."

While the new network rates will become effective Feb. 4, provision is made for renewal of existing contracts of network advertisers on the present rate basis for a full year, or until Feb. 3, 1936. In his formal announcement of the new rate structure on Jan. 7, Edgar Kobak, NBC vice-president in charge of sales, stated that renewals of present contracts with NBC advertisers would be accepted to be effective up to Dec. 31, 1935. The additional six-week period, however, was added Jan. 10 so that a full twelve months would be covered.

Basic Rates

THE NEW RATE for the basic NBC-WEAF (Red) network of 21 stations is quoted at $7,120 per hour, $4,272 per half hour and $2,848 per quarter hour, as against the present rate for the network [minus WHIO, Dayton] of $5,510, $3,456 and $2,150, respectively. The new rate for the basic NBC-WJZ (Blue) network is $6,120 per hour, $3,672 per half hour and $2,448 per quarter hour for 18 stations, as against the existing rate of $4,780, $2,996 and $1,868 for seventeen stations. Added to the Blue network is WFIL, Philadelphia.

For the nation-wide Red network, embracing 65 outlets, the rate is $15,200 per hour, $9,120 per half hour and $6,080 per quarter hour. This compares with the present rate for 65 outlets of $14,450 per hour, $9,098 per half hour and $5,640 per quarter hour. For the entire Blue network of 62 outlets, the new rate is $14,200 per hour, $8,520 per half hour and $5,680 per quarter hour. This compares with the current rate for 62 outlets of $13,830 per hour, $8,694 per half hour and $5,394 per quarter hour. These rates are without WLW, which is listed as "special service." Rates quoted for WLW are $1,200 per hour, $800 per half hour and $532 per quarter hour, being identical with the rates previously quoted for the station.

Scale of Discounts

THE RATE adjustment over the entire NBC network organization, it is pointed out, represents an increase over the present rates of 7.84%. This is slightly more than 5% in the case of the Red and about 2% for the Blue.

In lieu of the staggered schedule of discounts on gross rates for number of periods under contract within a year, which ranged from 5% for 25 to 49 periods, to 25% for 300 times and over, the new card lists a scale of discounts based on gross billings only covering contracted value of network time at gross rates. These discounts start with 2½% for weekly gross billings of $1,000 or more but less than $2,000 per week, and range up to 15% for billing of $18,000 or more per week.

It is further specified that a rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting amounting to 10% of the gross billing on facilities under contract during each week of the 52-week period. Interruptions of the series necessitated by the broadcasing of special events of importance, it is stated, will not affect the advertiser's right to rebate. The Red and Blue networks may be interchanged by mutual agreement, in which case the rebate will apply to the lower billing.

Recognizing the enhanced value of Sunday afternoon time, the new card quotes three-quarters of night rates for 12 noon to 6 p.m. local time, Sundays, as against the quotation of on-half of gross rates.

Mr. Kobak's Letter

FIRST announcement of the new rate structure was made by Mr. Kobak in a letter to clients and agencies dispatched on Jan. 7, together with the new rate card. The letter follows in full text:

Ever since broadcast advertising started, it has been a fundamental need that rates should be governed primarily by the number of radio families reachable through the station or network.

After more than a year of intensive analysis, the National Broadcasting Company has determined the potential circulation of each NBC associated station, group and network, and has adjusted its network rate structure to bring the charges to advertisers into a closer relationship with the reachable radio families. The adjusted rates become effective February 4, 1935. They are listed on our new network rate card, No. 18, a copy of which is enclosed.

Note that we are placing our discounts on a more logical basis, giving emphasis to dollar volume. In addition, continuous 52-week campaigns will earn a special rebate at the end of each 52-week period. Note, also, that in the adjusted rate schedule the rate for Sunday afternoon time (between the hours of 12 noon and 6 p.m. local time) will be three-quarters of the regular night rate.

Not only does the adjustment establish network and group rates in closer accord with the service rendered, but the total rates also compare most favorably with the NBC network rates of previous years. On the Red Network and all supplementaries, for instance, we estimate a relative decrease in the evening hour rate from approximately $1.67 per thousand reachable radio families in 1927, to less than 80 cents per thousand radio families now reachable.

Network advertisers who have contracts with us as of February 3, 1935, and who desire to continue on the present rate basis, may do so for any period or periods up to and including Feb. 3, 1936, providing that they continue existing series of broadcasts, using the facilities under contract at the time the rate adjustment became effective. Additions to such facilities may be made only on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after February 4, 1935.

Within the next few weeks we shall publish a new book, "NBC Network Areas," presenting new maps and statistics for all NBC networks and groups. In this book, for the first time in radio history, total figures of potential circulation are given—the figures which made possible this much-needed rate adjustment. We know you will be as enthusiastic as we are about the publication of this new factual information about radio.

A Year of Study

ANNOUNCEMENT of the new rate structure and consummation of the station compensation plan will round out the reorganization plan undertaken by NBC more than a year ago. The plan has received the approval of a committee of the Board of Directors consisting of David Sarnoff, RCA president

(*Continued on page 48*)

Effect of NBC Rate Adjustment

By E. P. H. JAMES

Sales Promotion Manager, NBC

AN ADJUSTMENT of broadcast advertising rates has long been expected. A few months ago, BROADCASTING published an analysis of the Association of National Advertisers' study on *The Trend of Media Rates in Relation to Circulation and Cost of Commodities*, which covered the entire commercial broadcasting field and showed that rates for all stations taken as a group had decreased in relation to actual audience reached. Since 1929 the over-all cost of reaching 1,000 radio families, according to the ANA study, had dropped 10 per cent.

NBC now leads off with an adjusted network rate schedule, which the network believes offers a more equitable deal to advertisers, agencies and stations alike. While the NBC rate adjustment includes reductions on some stations and groups and increases on others, the net result of the adjustment over the entire NBC network set-up is an increase over the present rates of 7.84%. This is slightly over 5% with the Red Network and approximately 2% with the Blue.

However, indications are that the surveys of the leading groups in the radio industry will be in complete agreement that the number of radio families in the United States has increased to approximately 20,000,000 as of Jan. 1, 1935. This represents better than an 11% increase over the 17,950,000 of Jan. 1, 1934, and on the basis of the number of reachable radio families in the territories served by NBC networks the new NBC rates show a continued decrease in the relative cost of radio "circulation."

On Jan. 1, 1934, NBC network hour rates calculated out at 81 cents per 1,000 radio families over the complete Red Network and supplementaries and 76 cents per 1,000 on the nation-wide Blue network. Taking the estimated U. S. total of 20,000,000 radio families on Jan. 1, 1935, the adjusted NBC rates indicate a further relative decrease to 75 cents per 1,000 for national service on the Red and 72 cents when the Blue network is used with all supplementaries.

The rates reflect, much more closely than heretofore, the number of radio families reachable through the respective networks and groups. Full details of the new study of potential circulation made by NBC will shortly be available in book form.

Station Is Held Jointly Liable For Libel Uttered by Individual

Federal Court Reverses Doctrine of Reasonable Care in KMBC Case; Appeal May Be Taken

COMPLETELY upsetting the recognized doctrine of "reasonable care" in the liability of broadcasters for libel uttered over their facilities, Federal Judge Merrill E. Otis, of Kansas City, held Jan. 3 in a case involving KMBC, Kansas City, CBS and Remington Rand, Inc., as sponsor of the "March of Time" program, that the station is jointly liable with the individual actually making the statement for libel uttered over its facilities.

The case came before Judge Otis on the question of the jurisdiction of the state court to entertain a suit against KMBC, as a resident corporation, which in no way had control over the network program. The court held that despite the fact KMBC had no control over the program and had no way of knowing that the allegedly libelous statement was to be uttered, it nevertheless was jointly liable. As a consequence, he granted the motion of the plaintiff remanding the case to the state court.

Newspaper Analogy

JUDGE OTIS, in his opinion, holds that the position of a station in such cases, is analogous to that of the newspaper which is held liable for libelous statements in its columns. The issue differs from that presented in the now famous Nebraska case of Sorenson vs. Wood, in which the Nebraska Supreme Court held station KFAB jointly liable with the speaker for a libelous statement made over that station in that in the Nebraska case the parties involved were political candidates, and there was no network factor whereas in the Kansas City case, the alleged statement was made during a network commercial program.

The alleged statement was made April 6 during the "March of Time" program by an employe of Remington Rand. The substance of the alleged defamation was that Robert J. Coffey, who brought the libel suit, was "an ex-convict, who had served time in the penitentiary."

In the Kansas City case, Remington Rand and CBS were joined with KMBC as defendants. The former two petitioned for removal of the case from that jurisdiction and the petitions were granted.

Appeal May Be Taken

IT IS LIKELY that an appeal ultimately will be taken in the case, because there is sentiment within the industry for appellate action which would bring the issue before the Supreme Court for final adjudication, particularly since the Nebraska decision has resulted in confusion and the new ruling aggravates that situation. The case first must be heard in the state court, however, as an original proceeding.

The decision of Judge Otis follows in full text:

"The Midland Broadcasting Company, a Missouri corporation, whose principal place of business is in Kansas City, Missouri, where it owns and operates radio station KMBC, on April 6, 1934, broadcasted through that station certain defamatory words concerning the plaintiff. The substance of the defamation was that the plaintiff was an ex-convict who had served time in the penitentiary. The defamatory words, probably requiring less than three seconds for utterance, were spoken into a receiving instrument in New York City by an employee of Remington Rand, Inc., a Delaware corporation, as a part of a radio program put out by that company through the facilities of the Columbia Broadcasting Company, a New York corporation. These facilities included a telephonic connection with station KMBC.

"There was a contractual arrangement between the Midland Company, on the one hand, and the Columbia and Remington Companies on the other, whereby, for a consideration, the former company broadcasted for the latter companies the Remington Company's program. By the telephonic connection referred to the program came to KMBC and through its instruments directly went out upon the air. The instruments of KMBC were in charge of and being operated by the employees of the Midland Company but they had no knowledge that any defamatory words would be included in the program and no means whatever of interrupting them after they began to be spoken.

"The plaintiff, in the state court, brought suit for damages against the three companies; the Columbia and Remington companies petitioned for removal. The case was removed. Plaintiff has moved for an order remanding. Whether that motion should be sustained or overruled is the matter for decision.

Cause of Action

"SO FAR as the Midland Company, the resident defendant, is concerned, the real facts are as they are set out in the first paragraph of this memorandum. The plaintiff knew or by the slightest investigation could have learned that such were the facts. The principal question presented then is whether the pleading of those facts is a statement of any cause of action whatever against the resident defendant. If it is then I do not doubt that the cause of action so stated is not a separably controversy from the controversies with the non-resident defendants and the motion to remand should be sustained. If it is not, then the only controversies really in the case are with non-residents and the motion to remand should be overruled.

"1. I see no essential distinction between a situation in which the owner of a broadcasting station in Kansas City sells the privilege of speaking over the station for thirty minutes to X who, speaking in the local studio of the station, suddenly and unexpectedly utters a defamatory sentence concerning A and a situation in which the same station sells the same privilege to X who, speaking in New York, projects his defamation by telephonic means into the identical broadcasting apparatus in the Kansas City station. The mere matter of the distance of X from the broadcasting instrumentality when he speaks into it certainly cannot affect the liability of the owner of the station. Whether X's dafamatory words reach the broadcasting instrumentality from afar by electrical impulses carried by wire or directly through air waves created by his voice certainly cannot affect the liability of the owner of the station. The situations essentially are identical. The greater simplicity of the first of the situations stated makes its consideration more convenient.

"In my thought then I put the primary offender in the local studio of

(*Continued on page 37*)

Reginald Brophy Is Named By NBC to Assume Charge Of Its Station Relations

Mr. Brophy

REGINALD McL. BROPHY, former Canadian radio executive, on Jan. 3 was named manager of station relations of NBC, succeeding Donald Withycomb, who resigned recently to accept appointment as general manager of WFIL, Philadelphia, NBC-WJZ outlet. The new appointment was announced by Richard C. Patterson, Jr., NBC executive vice president.

After 15 years in radio work in Canada, Mr. Brophy joined NBC several months ago as Mr. Withycomb's chief assistant. He was born in Montreal in 1900, and entered radio as soon as he left school. During that time he advanced from a workbench in the Canadian Marconi Co., factory in Montreal to assistant general manager of the company, which post he left to join NBC. From 1924 to 1926 he held the combined positions of supervisor of CFCF, Montreal, and assistant sales manager of Canadian Marconi, and then was named sales manager. Last year he was promoted to assistant general manager. He was also president of the Quebec Radio Trades Association.

In his new post, Mr. Brophy will serve as liaison officer between NBC and the individual stations of the networks. He will also maintain his close contacts with the Canadian Radio Broadcasting Commission which he established while active in the Dominion.

AP Appeal on KVOS

AN APPEAL from the decision of Federal District Judge John C. Bowen, of Seattle, permitting unrestricted broadcasting of news over radio stations once it is published in newspapers, was ordered by the board of directors of the Associated Press in New York on Jan. 10. Judge Bowen's opinion, hailed as revolutionary, was rendered Dec. 18 in the case of the Associated Press against KVOS, Bellingham, Washington, the former having alleged "pirating" of its news dispatches by the station. (See Jan. 1 issue for detailed article.) No mention was made as to the court to which the appeal will be taken, but it probably will be the Circuit Court of Appeals in San Francisco.

Hogan to Hearst

HOMER HOGAN, manager of KYW, Chicago, until its removal to Philadelphia, has been placed in charge of sales promotion of Hearst-owned stations in the Middle West by Hearst Radio, Inc., and has taken space in the Chicago offices of the Paul H. Raymer Co., radio station representatives, whose list of stations includes the Hearst string. Mr. Hogan, while not a member of the Raymer organization, is cooperating with them to secure business for the Hearst stations. Harold Higgens, formerly of WBZ, Boston, is manager of the Raymer office in Chicago.

ABS May Operate Under New Setup

WMCA Reverts to Flamm; Net Future at Stake

OPERATION of American Broadcasting System under a possible new alignment was being negotiated with Donald Flamm, owner of WMCA, New York, as BROADCASTING went to press Jan. 11. The discussions, it was learned involved an arrangement whereby WMCA would continue to feed programs to the 24-station network, but would be operated entirely independently of the network. In the event of failure of the negotiations, there was the possibility that ABS might suspend unless another New York key could be obtained.

WMCA, which had been leased to the Federal Broadcasting Corp. headed by George B. Storer, ABS president, was to revert to Mr. Flamm's management Jan. 12, at which time the lease contract was due to be terminated. Employees of Federal, together with ABS executives and employes, had been given notice of the termination of their services at that time.

Mr. Flamm, in returning to the active management of WMCA, told BROADCASTING that he was "happy to be back" in the industry. Asserting that there would be no interruption in the service of WMCA to New York listeners, he said that full arrangements had been made for an adequate staff and that the "best programs available" would be offered. A. A. Cormier, vice president of ABS in charge of sales, it was indicated, would join WMCA in an executive sales capacity. First option on his services, however, remains with ABS.

Contract Ended

IF THE revised arrangement is effected, Mr. Storer will continue to direct network operations, with the programs keyed from New York to be handled through WMCA on an affiliated station basis. Among others, Fred Weber, vice president in charge of operations of ABS, was to leave ABS as of Jan. 12.

Federal acquired the commercial and program rights of WMCA last August from Mr. Flamm, under a plan which guaranteed Knickerbocker $155,000 a year for five years, with certain other reimbursements to Knickerbocker for technical maintenance. Mr. Storer, however, did not become president and majority stockholder of Federal until March 7, when he replaced John T. Adams, who had made the original arrangement with former Gov. Al Smith of New York as chairman of the board of the original Federal company.

At a meeting of the Federal board Jan. 8 it was agreed unanimously to terminate the contract with Knickerbocker. ABS, however, through Mr. Storer, immediately began negotiations with Mr. Flamm to continue WMCA as New York key.

It could not be learned if ABS was endeavoring to acquire another New York station by lease or purchase to replace WMCA. Unconfirmed reports were that negotiations were being conducted with certain independent stations in that city, and that involved also are pending plans for a full-time assignment for one station now operating limited hours.

The Future of Advertising Over the Air

By ROY S. DURSTINE*
Vice President and General Manager
Batten, Barton, Durstine & Osborn, Inc.

Restraint in Commercializing Programs Advised to Build Larger Audience and Preserve Integrity of System

Mr. Durstine

ALL ADVERTISING is an intrusion in the last analysis. Its justification must rest upon other grounds than its entertainment value. The present discussion is not the place to justify it as an economic force which has made possible the growth of mass production and which may very easily offer one solution to our national ills by producing mass consumption.

In effect, the advertiser finds himself in the curious position of trying to decide upon the proper balance between his entertainment and his advertising. In this connection an interesting fact has been discovered. It is that many radio programs which carry the most relentless and insistent advertising are the most successful.

This is a discouraging discovery to the advertising man who feels that taste and restraint should have their own rewards. It is annoying to the listener who suggests that it would be more successful "if it just mentioned the name of the product once or twice."

Sales vs. Compliments

A SHORT TIME ago a certain manufacturer was freely complimented upon the almost total absence of advertising in one of his radio programs. Meanwhile, people were inquiring about the mechanical intentions of his competitor's product. The first man got the compliments and the competitor got the sales.

There is nothing in the constant surveys which are being made, to prove that there is any relation between the popularity of a radio program and the good taste—or lack of it—in its commercial announcements.

The difficulty seems to be that those who object do not take the trouble to write in to the sponsors. By the same token, those who appreciate the good things on the air are not the type to take the trouble to write in. How often a person deplores the standards of radio entertainment, and in the next breath boasts that he would never think of writing to a sponsor! Yet letters are read, records are kept, and the ideas expressed are weighed with the utmost care.

With fear and trembling one of the networks only a few years ago accepted a radio program for a laxative. To its great surprise it has had almost no protest of any kind. The result is that today there are a great many programs describing in the most intimate detail various ailments of the human body—details which cause an embarrassed silence to drop upon any group of people who may be listening together. Why are there not more protests? Meanwhile, sales are increasing. Who is to blame?

One explanation for the evident commercial success of such programs is that usually the radio audience is composed of only one or two people in a family, and if there is any degree of embarrassment it is not sufficient to cause a written protest.

Added to this is the fact that when there are as many as eighteen million radio sets in a country, it is clear that the great mass of radio listeners are certainly no higher than the average motion-picture audiences in intelligence and purchasing power. The confusing fact to most nice people is that they and their friends are in no sense typical of radio's audience.

Typical Audience

THE TYPICAL listening audience for a radio program is a tired, bored, middle-aged man and woman whose lives are empty and who have exhausted their sources of outside amusement when they have taken a quick look at an evening paper. They are utterly unlike those who are most vocal in their criticisms of radio programs—people with full lives, with books to read, with parties to attend, with theaters to visit, with friends whose conversational powers are stimulating. Radio provides a vast source of delight and entertainment for the barren lives of the millions. It is small wonder that the millions do not complain, and that the unhappiness and sensitiveness about over-commercialism and other objectionable features is confined to the top layer.

This top layer, however, may in time make itself felt. If it does, its protest will be leveled against the overly frank commercials of certain proprietary articles; against the over-insistent and repetitive pounding of trade names; against the sugar-coating of the dramatized commercials and all others which promise remedies or transformations which cannot be delivered.

Radio reflects a phase through which much of advertising is passing—a glamorous land of make-believe in which forlorn maidens are told that they will win a husband by the use of a certain soap or face powder; in which young men will succeed in life by avoiding bad breath or by having their hair combed neatly; in which the lures of beauty and success are held out to a public that does not accept them whole-heartedly but wants to try them anyway, just in case they might work. It fattens upon a certain state of mind comparable to the way in which most people approach a fortune teller or a reader of horoscopes. They don't quite believe it but they aren't quite willing to disbelieve it.

Agencies and Radio

MUCH of the responsibility for the good or the bad in radio programs must rest upon the advertising agencies.

There is naturally a good deal of confusion in the public's mind about the way in which radio programs are planned and produced in the United States. When individual stations came into existence in the early 1920's, the station managers and their assistants put on the first programs and usually took an active part themselves. Then as time was sold to advertisers, the station people worked with the advertiser and with his advertising agency which was already responsible for preparing his printed advertising.

Gradually the agencies realized that they must master the technique of this new medium just as they had already learned to prepare material for magazines, newspapers, billboards, and other media. Departments of specialists have been created in most of the leading advertising agencies. Meanwhile the individual radio stations had been brought together into networks, and from their simple beginnings they have developed large and skillful departments whose business it is to produce radio programs both for advertisers who come to them for help (because their advertising agencies are not equipped for radio) and for "sustaining programs" which fill the time not sold to advertisers.

Acting as Counsel

THE PLACE which the advertising agency fills is that of general advertising counsel to an advertiser, and in the preparation of its plans it impartially considers all media. In preparing its recommendations it is not predisposed in favor of radio or

(Continued on page 52)

Durstine's Ideas for Better Radio

1. EXCLUDE all programs advertising products such as laxatives, cures for skin diseases, and other bodily disorders unsuited to dinner-table conversation.
2. Continue to keep hard liquor off the air.
3. Eliminate fake testimonials.
4. Give preference in desirable time to those who keep their commercials brief, interesting, nonrepetitive. (A little more spine in the networks and the agencies would accomplish this.)
5. Encourage announcers who have a simple, direct, and sincere manner of speaking. Their salaries are too low.
6. Let the broadcasting companies employ more and better judges for auditions to give new talent a better chance.
7. Let the broadcasting companies use their sustaining periods (those not sold to advertisers) for constructive experimenting instead of filling so much time with the same old orchestras and soloists—always making the same sounds under different names and song titles.
8. Import more British dramatic directors and give them time and money for long rehearsals. Give American directors the same chance. Network profits would easily permit both.
9. Encourage the best writers and composers to realize that radio is a new medium which they must study as earnestly as they had to study sound pictures. Each has a technique which differs from the legitimate stage.
10. Keep popular songs from committing suicide, by restricting them from being played every night in the week on every station, if not on every program.
11. Let famous conductors realize that they are best developing a taste for good music by arranging their programs to interest a groping public rather than to impress other conductors or to satisfy themselves.
12. Put big names on the air only when and as long as they can do big things with good material.
13. Remove from the air all the horror programs which send children to bed frightened.
14. Let those who like good programs write in about it, and those who do not like bad programs do so too.
15. Let the newspapers stop fighting and virtually ignoring radio (as they do except in the time-tables which their readers demand), and start training intelligent critics who can give full and adult accounts of programs, with constructive suggestions (as a few do now privately) instead of smart remarks and trivial gossip.

* Excerpts from an article written by Mr. Durstine for *Radio: The Fifth Estate*, published by the American Academy of Political and Social Science and reprinted with permission.

The Challenge of Children's Programs

By SIDONIE MATSNER GRUENBERG
Director, Child Study Association of America
Lecturer in Parent Education, Teachers College, Columbia University

Cooperation to Discover New and Better Radio Fare for Youngsters Is Urged as Solution to the Problem

MRS. GRUENBERG

AUTHOR, lecturer and social worker, Mrs. Gruenberg is an outstanding authority on problems affecting children. She is active in many groups concerned with child welfare. Here she takes up the problem of programs for children and in plain words suggests what can be done to bring about a better understanding among the various interests affected, yet keeping in mind what children want.

THE SCHOOL and the home do not between them maintain exclusive control over the education of children. Parents and teachers sometimes forget that other forces, coming from outside this somewhat limited horizon, affect children's lives just as powerfully. One of the most potent of these outside forces is the radio. Its social responsibilities and opportunities were clearly stated in the symposium on "Radio for Children" which was held Nov. 19 under the auspices of the Child Study Association.

In one way or another, the symposium speakers all emphasized the gap between the radio's potentialities and our appreciation and utilization of them. We have hardly begun, for instance, to understand this far-reaching influence of the radio upon children's lives. Its social responsibility is immeasurable because it affects all kinds of children in all kinds of homes; it reaches not only the "radio fans" or habitual listeners, but the whole community of children. For to children, public opinion is what "the other kids" do and say. And when the "other kids" are thinking and talking in terms of radio heroes and breathtaking adventures upon the air, no parent can expect his own children to remain indifferent.

Conflict of Interests

THUS THE RADIO seems to find the parents even more helpless than did the funnies, the automobile, the movie, and other earlier invaders of the home, because it can not be locked out, nor can the children be locked in. Moreover, we know, from informal studies made during recent years, that a very large proportion of children between the ages of six and thirteen are habitual listeners and that their sustained interest rises to a peak at about ten to twelve. It is also known that children generally pick as favorites the very programs—the thriller, the mystery, the slap-stick comedy—which their parents as a whole especially disapprove. The broadcasters are thus faced with the double responsibility of evaluating both the children's interests and their parents' concern.

They cannot ignore parents' objections to radio for children, for these are amply justified. "Murdering the King's English," the exploiting of child performers, the exaggeration of elemental fears and horrors, the crude overemphasis of sales appeals directed at children—these and other practices are legitimately open to severe criticism.

But the solution of the problem will not be found if the commercial interests allow themselves either to be thrown into such a panic that they take off the air every program which is criticized, or to assume that parents are all alarmists to whom they need pay no attention. A constructive approach demands an evaluation of the fundamental issues. Two of the most important of these are: Why do children respond so eagerly to thrillers and low comedies? What are the radio's potentialities for furnishing higher types of entertainment?

The most crucial problem is probably that of children's interest. It is certainly the problem which is most frequently ignored by those who indiscriminately condemn current programs for children. Psychological studies as well as the insight of competent observers suggest that the exciting adventure program which leaves the child trembling, yet demanding more, may satisfy some corresponding need within the child, due to his stage of development, the gaps in his experience, or his particular temperament.

A Real Opportunity

THIS PROFOUND need of children for vicarious experience and adventure of many kinds, not all of which seem "reasonable" to the adult mind, cannot be ignored in any effort to improve the radio. Public indignation over the shortcomings of current broadcasting too often ignores these deeper drives which come from within the child himself. But this offers the radio no excuse for irresponsible exploitation of the child. The radio has a very real opportunity to experiment in the creation of programs which satisfy the child's legitimate craving for adventure without falling into the errors of taste and emphasis which have called forth such bitter criticism.

This is a challenge which broadcasters cannot afford to ignore. There are, indeed, signs that some of the most objectionable features of recent broadcasting are helping to work their own cure. Those who are in touch with both broadcasters and the public believe that the radio audience, including children, is becoming surfeited with this less desirable radio fare, and is now more ready to demand and to enjoy a higher type of entertainment.

Choice of Programs

THE VARIETY of good programs already on the air offers the public a fairly wide choice. If we hear more complaints of the cheap and vulgar than praise of these superior programs, it may be, at least in part, because the public as a whole needs to become more discriminating. The radio has already made some outstanding contributions to the cultural life of our times. The most conspicuous of these have been in the field of music, but many broadcasts of events in the world's news and in the field of sports also indicate a notable advance.

Drama, too, offers almost limitless possibilities. Although little creative work has as yet been done in this field, some of those who are most experienced in radio feel that it is potentially as valuable and effective a dramatic form as is either stage or screen. It is obvious that before this promise can be realized, we shall have to discover a new dramatic technique, suited to the radio's unique possibilities and limitations. This demands ingenuity, experiment, and creative ability of a very high order.

But there is no reason why the radio play should not eventually become as stimulating intellectually, and as moving emotionally, as the traditional drama of the theater. However, to attempt any effort at improving the radio without the assistance of the professional writer and skilled director is likely to be only a waste of time and effort. Those who criticize the current output must remember that radio is still very new and that writers with the ability to create, and directors with the experience to conduct really fine programs, are still few and far between.

Charting the Future

IT IS TOO EARLY to estimate with any degree of certainty the effects of this force which was let loose on the world only 14 years ago. Sweeping condemnations of something about which we know so little are still unwarranted. One of the most hopeful aspects of the situation is that those on the inside of radio are the first to admit their youth; they believe that they are still flexible, growing and willing to change. The problem, as they see it, is to experiment, to sift out what works, and to take their lead from what the public—men, women, and children—really want.

If radio is to realize its potentialities and avoid its pitfalls, it is not a question of some of us telling the rest of us what should be done; it is a question of all who care giving their thought, their insight, and their sympathy. The commercial interests are as concerned as are parents. The way out is not through a negative attack or an ill-informed censorship, but rather through working together to discover new and better paths in this uncharted territory.

One step in this direction has already been taken. As reported in a previous issue of BROADCASTING a proposal has been drawn up for the establishment of a clearing house on all matters pertaining to radio for children. The tentative plans for this central agency have been worked out by a committee representing the American Library Association, the Progressive Education Association, and the Child Study Association. These plans were placed before representatives of national organizations at a meeting on Nov. 22, and it is expected that they will be finally approved by these organizations in the near future. Such a central agency would offer both the interested public and the broadcasting companies and sponsors a practical means of achieving the cooperation for which they all feel an urgent need.

Radio Aids Peace Drive

MORE than 100 stations are reported to be carrying a special script, "The World Observer," prepared by World Peaceways, Inc., 103 Park Ave., New York, an anti-war organization, which is conducting a drive through Young & Rubicam, Inc., New York, using also full pages in *Fortune*, the *New Yorker*, *Liberty* and other periodicals. All space and services are being supplied gratis as the venture is entirely non-commercial in character.

KRLC is the call assigned by the FCC for the new 1000 watt station at Lewiston, Idaho, licensed to H. E. Studebaker on 1420 kc. with 100 watts, unlimited time.

WHO delivers the whole pie

(Price-tags based on ¼-hour 13-time commercial evening rate.*)

* Authority, December 1934 issue, Radio Advertising Rates and Data.

for less than you're asked to pay for a few of the pieces

FROM the market-standpoint, Iowa is a big pie. If cut into pieces, it's a bit hard to handle, because there are so many pieces, and because even the largest piece—Des Moines—has less than 6% of Iowa's population (1930 census).

Is the pie juicy? Um-m-m! With hogs topping $8; with corn above 75 cents, and plenty of corn on hand in Iowa; with $40,000,000 still coming in corn-hog benefits, the Iowa pie will certainly be sweet and juicy in 1935.

In radio, trying to buy Iowa piece by piece is an expensive process—and even then you don't get it all. The simple, economical method is to buy the whole pie—the whole market—from the only station that has power enough to deliver it—WHO, Des Moines.

CENTRAL BROADCASTING COMPANY
DES MOINES, IOWA
J. O. Maland, Manager *Phone 3-7147*
National Representatives: Free & Sleininger, Inc.
New York Detroit Chicago Denver
Los Angeles San Francisco Seattle

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Nominations Sent to Congress For Membership of the FCC

Anning S. Prall Named to Succeed Hampson Gary; Little Opposition to Appointments Expected

NOMINATIONS of the seven members of the FCC, including that of former Congressman Anning S. Prall, who replaces Hampson Gary, resigned as chairman of the Broadcast Division, were transmitted to the Senate Jan. 10 by President Roosevelt, with likelihood of confirmation within a week. Following customary procedure, the nominations were referred to the Senate Interstate Commerce Committee, where Chairman Wheeler (D.) of Montana, planned brief hearings to inquire into the qualifications of the nominees.

Mr. Prall, veteran of 12 years in the House as representative of the important Staten Island district of New York City, will take his oath of office immediately after confirmation. He has been slated for the FCC since last February, when he was named by President Roosevelt, a close personal friend, to succeed William D. L. Starbuck as a Democratic member of the old FCC.

Paving the Way

"I AM DELIGHTED with my appointment to the FCC," Mr. Prall told BROADCASTING Jan. 10. "While I am familiar with the legislative aspects of broadcasting, and have been a rather ardent listener, the matters which confront the Broadcast Division will be somewhat new to me.

"For the last six months I have been endeavoring to acquaint myself with the work of the Broadcast Division. At the outset, I naturally will lean quite heavily on my associates, whose able work I have followed."

Mr. Prall's appointment, under the law, is for the unexpired one-year term of Mr. Gary, which expires July 1. At that time, it is definitely understood, he will be named for a seven-year term. Essentially a conservative, Mr. Prall is a staunch New Dealer. His wide experience in Congress is expected to prove of great value to the FCC, which heretofore has lacked a member with any legislative experience. He is regarded as the logical legislative contact of the FCC, particularly because of his long association with members of Congress.

All of the nominations were for terms beginning July 1, 1934, and all were in accord with the recess appointments made by President Roosevelt, insofar as tenures are concerned, with the exception, of course, of Mr. Prall. Judge E. O. Sykes, chairman of the full FCC was named from the seven-year term from July 1, while Col. Thad H. Brown, vice chairman of the Broadcast Division, was given the six-year term. Commissioner Paul A. Walker, chairman of the Telephone Division, was given the five-year term; Vice Chairman Norman S. Case, of the same division, four years; Irvin Stewart, chairman of the Telegraph Division, three years, and George Henry Payne, vice chairman of the same division, two years.

Despite recurring reports of opposition to the confirmation of individual members of the FCC, both majority and minority leaders in the Senate discounted them. It is possible that Senator Bilbo (D.) of Miss., and Senator Couzens (R.) of Michigan, will assert their opposition to the confirmation of Chairman E. O. Sykes and Commissioner Thad H. Brown but should this occur, the view is that it will not be sufficiently strong to block confirmation of either nominee.

Senator Bilbo announced Jan. 10 he would contest Judge Sykes' nomination. "I made it an issue that if elected I would build a fire under him, as long as I was in the Senate until I got him out of the service," he said. "I always keep my promise."

The resignation of Commissioner Gary was announced Jan. 3 in an exchange of correspondence with President Roosevelt. Mr. Gary brought out in his letter that when he was invited to become an FCC member it was with the understanding that he would serve only until Jan. 1, to make way for Mr. Prall, who did not become eligible to accept the post until the new Congress convened Jan. 3. President Roosevelt, in his reply, indicated that Mr. Gary would be given another high official post.

Mr. Gary's Letter

"PLEASE let me tell you again that I appreciate the privilege you have given me of serving in this interesting work, a work so important to the nation and the whole people, and I sincerely hope that in some small measure I have made a worthwhile contribution," Mr. Gary wrote in his letter of resignation. "The responsibilities of the FCC have to do in a very vital way with the entire social, cultural, and economic structure. Its decisions and regulations intimately touch the lives and well-being of all our people. I would like to say after a half-year's service with its members that I know they approach the problems with broad vision and intellectual honesty, and I confidently believe their work will prove a credit to the government and be of enduring value."

In his reply to Mr. Gary, President Roosevelt wrote: "In accepting your resignation from the Federal Communications Commission, effective tomorrow, I want to express my very sincere appreciation of the loyalty which prompted you to undertake, at my request, the important work of helping to organize and formulate working plans for the new commission. I have been hearing fine things about your work on the Commission, and a little later on I want to have a talk with you about certain plans I have in mind."

At a meeting on Jan. 4, the FCC adopted a formal resolution expressing appreciation of the services of Mr. Gary and paying tribute to "the wisdom of his counsel, the intelligent helpfulness of his cooperation, and the consistent earnestness of his devotion to the work of his Commission."

Rueful but Delighted

NAYLOR ROGERS, general manager of KNX, Hollywood, surveys the huge stack of audience mail, containing 8,458 pieces, received in one day during December. The month was a record one for KNX, which counted 99,806 pieces of mail in that period. Picture shows only a small part of the batch.

Senator Long Negotiating To Secure Control Over Station in New Orleans

NEGOTIATIONS are in progress for the sale of WDSU, New Orleans, to the Louisiana State University, where it would be under control of Senator Huey P. Long, and available for use as his personal mouthpiece, according to advices from that city. The purchase price is understood to be about $100,000, which would be paid over a 10-year period through funds raised from an additional corporation tax recently adopted by the Long-controlled State legislature.

Asked regarding the negotiations at his office in the Senate Office Building on Jan. 7, Senator Long declared he had nothing to say at this time. In New Orleans, however, he had been quoted as saying that the station's power, now 1,000 watts, would be raised to 50,000 watts and that it would be shifted from its present regional assignment on 1250 kc. to a clear channel. The station now is owned by the Uhalt Broadcasting Co., of which Joseph H. Uhalt is president.

Conversations were reported in progress between Mr. Uhalt and James Monroe Smith, president of the University, with only routine details to be threshed out. It was declared that the station's affiliation with CBS would be continued and that the present staff would be maintained in New Orleans, with remote-control studios to be operated from the University campus. In addition to Mr. Uhalt, as manager of WDSU, the executive staff includes P. K. Ewing, commercial manager. All "time" not needed by the University and by Senator Long, it was indicated, would be available for commercial sponsorship.

Assignment of the station to the University must be passed upon by the FCC. No application for assignment has been announced.

Little Legislation On Broadcasting Is Before Congress

Allocation Plan Revived; Committee Changes Made

CONGRESSIONAL activity involving radio, with the exception of the Tugwell-Copeland food, drugs and cosmetics bill, paled into insignificance during the first fortnight of the new session, with only four measures affecting the industry directly or indirectly thrown into the legislative hopper.

The first legislation affecting radio was the Independent Offices appropriation bill carrying $1,525,000 for the FCC for the fiscal year 1936. It passed the House Jan. 11.

First of the bills to be offered was that by Rep. Rudd, (D.) Brooklyn, N. Y., (H.R. 55) proposing that one-fourth of all facilities be assigned to educational, religious, agricultural, labor and similar non-profit-making associations. A repeater from the last session which died in Committee, the measure is not taken seriously, particularly since a similar proposal is involved in the so-called "25 per cent" report to be submitted to Congress by the FCC not later than Feb. 1. In introducing the measure, which was referred to the Merchant Marine, Radio & Fisheries Committee, Rep. Rudd did not take the trouble to alter the language, which provides that the "Federal Radio Commission," which was abolished last year, make the proposed allocation.

Loan Advertising

AMONG other measures applicable to radio was a bill (H. R. 3252) offered by Rep. Sauthoff, (Progressive) of Madison, Wis., to prohibit the use of the mails, certain periodicals and broadcasting stations having a range covering more than one state, to the advertising of loans for which interest in excess of 15 per cent per annum is charged; a bill (H. R. 197) by Rep. Buckbee (R.) of Rockford, Ill., to prohibit untrue, deceptive, or misleading advertising through the use of the mails or in interstate commerce, including broadcasting; and a bill (S. 4) offered by Senators Copeland (D.) New York, Vandenberg (R.) Mich., and Murphy (D.) Ia., to prevent the promotion of frauds through interstate communication.

Seven new members were named to the Senate Interstate Commerce Committee, the chairmanship of which has been taken over by Senator Wheeler, (D.) of Montana. The five new Democratic members are Bone, Washington; Donahey, Ohio; Minton, Indiana; Moore, New

(*Continued on page 45*)

Norton Shifts to RCA

HENRY KITTREDGE NORTON, for the last 13 months treasurer of NBC, resigns effective Jan. 18 to become assistant to the president of RCA, David Sarnoff. He succeeds to the post formerly occupied by J. R. McDonough, later president of RCA Victor Co. and now president of Radio Pictures in Hollywood. Mr. Norton is a noted author and publicist, and formerly was a lecturer on economics and foreign affairs. His successor as treasurer of NBC has not yet been made.

HOW MANY PER CENT IN 100%?

IS SOMETHING WRONG IN THE KANSAS CITY MARKET, OR DO LISTENERS TUNE IN 3 OR MORE STATIONS AT ONCE?

Almost simultaneously in the national trade-papers, by direct mail and through local papers, KMBC, WDAF and WHB announced the fantastic fact that each held "first place".

Of course, surveys may mean much or very little. We don't know. In the Kansas City market, KMBC and WDAF broadcast both day and night—WHB broadcasts in daytime only. The managers of the three radio stations are splendid gentlemen and we have no doubt the three can, in their own minds, present evidence to support their decision. But—since all reach the same decision, whose evidence can possibly be authentic?

WREN PRESENTS THIS ARITHMETIC UPSET . . .

WHB claims 64.7% as a daily average, giving WDAF third place with 10.2%. WDAF claims 65.9% as an evening peak and 63.8% as the day peak. KMBC claims 55% as a daytime peak. It is notable that each station gives most "unstintingly" low places to its competitors.

These figures represent the most confusing problem in Arithmetic it has been our pleasure to scrutinize in a long time. However, we accept the whole fiasco in good humor.

WHB takes 64.7% and "runs away miles ahead" of all others.

MORE THAN ALL THE REST COMBINED

WDAF presents here the percentage results of a listening habit survey made the week of October 7 to October 13, broken down into hours of the broadcast day and certified by Ross-Federal Service, Inc. (Complete survey in detail available through any WDAF representative.)

	WDAF	2nd Station	3rd Station	4th Station	All Others
7-8 A. M.	49.7%	23.8%	16.0%	8.8%	1.7%
8-9 A. M.	51.1%	23.7%	14.0%	6.5%	4.7%
9-10 A. M.	50.5%	21.6%	19.1%	5.4%	3.4%
10-11 A. M.	48.1%	26.2%	17.5%	6.8%	1.4%
11-12 Noon	50.9%	26.4%	14.8%	7.9%	0.0%
12-1 P. M.	50.2%	26.6%	16.9%	4.8%	1.5%
1-2 P. M.	55.9%	23.9%	13.6%	4.7%	1.9%
2-3 P. M.	63.8%	23.8%	7.1%	1.9%	3.4%
3-4 P. M.	59.5%	22.8%	13.5%	3.3%	.9%
4-5 P. M.	48.8%	34.6%	10.9%	3.8%	1.9%
5-6 P. M.	54.0%	34.0%	7.0%	2.8%	2.2%
6-7 P. M.	61.4%	27.1%	6.7%	1.9%	2.9%
7-8 P. M.	61.0%	25.0%	9.3%	3.0%	1.7%
8-9 P. M.	55.9%	32.4%	8.9%	.9%	1.9%
9-10 P. M.	65.9%	27.6%	3.8%	1.1%	1.6%
10-10:30 P. M.	59.4%	33.4%	5.2%	1.0%	1.0%
ALL HOURS	55.3%	26.9%	9.7%	5.7%	2.4%

WDAF finds its survey says the same as surveys made for WHB and KMBC.

WHAT CAN A MAN BELIEVE?

We believe a safe way to judge a Radio Station is by the number and type of advertisers on the particular station. They are achieving successful returns or they wouldn't be there. And the number of contract renewals is important—repeat business, you know.

In the Kansas City market, there are several good radio stations. If you want to sell in this market—we suggest you look over carefully the merits of each station. WREN welcomes any comparison.

WREN MAKES A MODEST CLAIM . . .

WREN makes this announcement as indicative of what national advertisers and advertising agencies think of us:

WREN is doing a 53% greater business than a year ago.
55% of the spot advertisers using WREN last season are back with us now.

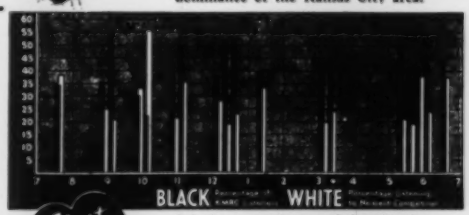
A pretty good record—a reliable index of our worth, don't you think?

KMBC looks down from the same "first place" that competitors claim.

"To WHAT STATION are you now listening?"

The replies of 10,400 Kansas Citians prove KMBC dominance in this market

Throughout one week in March, 10,400 residence calls by an outside agency proved conclusively that KMBC is Kansas City's preferred station. In almost every test period the majority answered, "I am listening to KMBC!" Study this chart—it clearly indicates KMBC's dominance of the Kansas City area.



First IN THE HEART OF AMERICA

Only the one question was asked on this telephone survey to establish KMBC's leadership. Using various broadcasting periods from 7 A.M. to 7 P.M., one hundred calls were made during each period, daily. Complete details of the survey and KMBC facilities will be sent on request.

KMBC

MIDLAND BROADCASTING COMPANY
Station KMBC—Kansas City, Missouri
New York Office—Chrysler Building, Phone Vanderbilt 3-3425
Chicago Office—Wrigley Building, Phone Superior 3420

HERE IS THE WREN MARKET . . .

Approximately 3½ million people . . . embodying both a rural and metropolitan market of **people with money.** Broadcasting successfully to the people in Kansas City, Mo., Kansas City, Kans., St. Joseph, Mo., Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Topeka and Manhattan. WREN is on the NBC Basic Blue Network. We are doing a good job for our advertisers and can do a good job for you. We work hard—conscientiously—are liked and listened to. **Results speak** more than all claims. Let us show you results.

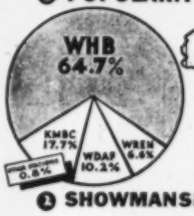
WREN

Office and Studios
WREN Building, Lawrence, Kansas

VERNON H. SMITH
Manager

KANSAS CITY'S
DOMINANT DAYTIME STATION

1 POPULARITY proved by Newspaper ballot . . . .



To which Kansas City station do you listen most often in the daytime? ☐KMBC ☐WDAF ☐WHB ☐WREN ☐....

Popularity ballots published on the radio pages of the Kansas City Star and the Kansas City Journal-Post invited readers to answer this question: "To which Kansas City station do you listen most often in the daytime?" Readers paid their own postage to mail replies; but received nothing for taking the trouble to vote. Result of this voluntary ballot: WHB 64.7% . . . KMBC 17.7% . . . WDAF 10.2% . . . WREN 6.6% . . . All other stations 0.8%.

2 SHOWMANSHIP proved by Variety's Community Ratings . . .

WHB, which was ranked second by Variety last April, was advanced to *first place* in the October Variety rating.

3 COVERAGE proved by United States Dept. of Agriculture Survey . . .

WHB broadcasts the department's official livestock market reports. A coverage map prepared by department officials shows that listeners hear WHB regularly in the primary area around Greater Kansas City, and in such excellent markets as Topeka, Leavenworth, Parsons, Pittsburg, Salina, Arkansas City, Atchison, Chanute, Emporia, Ft. Scott, Independence, Manhattan, Ottawa and Lawrence, Kansas; and in St. Joseph, Joplin, Springfield, Sedalia, Carthage, Nevada, Warrensburg, Independence, Columbia, Jefferson City, Moberly, Booneville, Excelsior Springs, Marshall, Cameron, Lexington, Trenton, Chillicothe and Clinton Missouri.

WHB **FREE**

Write for copy of 66-page booklet—"Dawn-to-Dusk with WHB", including data on popularity poll, showmanship ratings and coverage survey.

DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.

Change in Control Of Three Stations

FCC Approves Transfers; Hearing Plan Rejected

CHANGES in the corporate ownership of three major stations—WBAL, Baltimore, WFIL (a combination of WFI and WLIT), Philadelphia, and WIOD, Miami, were approved Jan. 8 by the FCC after several weeks delay occasioned by a proposal that all voluntary assignments be made subject to formal proceedings before it. The FCC rejected this proposal, offered by Commissioner Stewart, chairman of the Telegraph Division, and proceeded with the grants.

WFIL, which has become the basic NBC-WJZ outlet in Philadelphia, operated by the Philadelphia Broadcasting Co., jointly owned by Strawbridge & Clothier and Lit Brothers, department stores, each of which had operated half-time stations on the same channel. Donald Withycomb recently resigned as manager of station relations of NBC to accept the post of general manager of the new station. Now in Philadelphia, he is organizing the staff of the new station and shaping its policies.

Transfer of WBAL

WBAL, a clear channel station, was purchased Nov. 9 by the Hearst newspaper interests from the Consolidated Gas, Electric Light & Power Co., of Baltimore, at a figure understood to be about $250,000. The FCC approved assignment of the station control to the American Radio News Corp., Hearst subsidiary. It was in connection with this application that the question of policy on voluntary assignments arose before the FCC, and caused the agency to hold in abeyance its action on several other applications in the same category.

Jesse L. Kaufman, Hearst radio executive, was in Baltimore Jan. 9 and planned to remain there for a week or more to organize the new station staff. The station will be operated in conjunction with the *Baltimore News & American*, Hearst newspaper.

The FCC approved assignment of WIOD from the Isle of Dreams Broadcasting Corp., headed by Jesse Jay, to the Metropolis Publishing Co., which publishes the *Miami Daily News*, owned by James M. Cox, of Dayton, O., former Ohio governor and at one time Democratic candidate for President. The station was purchased from Mr. Jay's corporation after the Cox interests had procured WLBW, Erie, Pa., and secured authority to move it to Dayton, where it will begin operation next month as an NBC-Red outlet with the call WHIO.

KNX Plans to Expand

IN ITS PLANS for expansion this year, KNX, Hollywood will ask for 200 kilowatts and will build six studios and rehearsal halls, in addition to technical facilities and executive offices. An intensive field survey through 11 western states is planned during the spring months, under direction of Glenn D. Gillett, consulting engineer, Washington, D. C.

IN TWO LANGUAGES AT ONCE

Canadian Hockey Broadcasts by General Motors, in French and English, Use Intricate Set-up

By C. M. PASMORE
Director of Broadcast Advertising Campbell-Ewald, Ltd., Toronto

Mr. Pasmore

THE TIME is just before 9 o'clock on a Saturday evening. The place is a corner suite in a Montreal hotel. The action is provided by two portable radio receivers—one operating in the room to my left; the other in the room to my right. They are tuned to two different Montreal stations, and in the tiny hall between the two rooms their competing broadcasts provide a discordant babel.

The programs end. The stations identify themselves. The air goes dead for five seconds—five lingering seconds. Then both sets snap to life in unison with a signature melody which has become familiar in every corner of Canada. Just ten seconds of it. Soon the music fades, and a voice—youthful, exhilarated—identifies the broadcast. Pardon! I should have said two voices. The set on my left shouts "Le Radio-Hockey General Motors!" while that on my right insists with equal enthusiasm "General Motors Hockey Broadcast!"

Whistles and Roars

ON EACH SET a referee's whistle blows shrilly. Almost instantly the whistles are drowned out by the roar of an unseen crowd. The crowd noise fades gradually, and in behind it the music reappears, swelling in volume and carrying the signature to its appointed ending. Thirty-five seconds have passed. Again the voices of the announcers—French on my left, English on my right—ratting through the opening commercials. The organ extemporizes a soft background.

As each announcer finishes (the variation is hardly two seconds) his broadcast is picked up by a sporting announcer at the Forum. Each of these in turn provide rapid-fire summaries of play in the first period (just ended) of the evening's National Hockey League fixture. The first period is never broadcast during play; hence the summaries are fairly detailed. From the set on my left the story comes entirely in French. From that on my right, entirely in English.

Mixed Language

THE SUMMARIES end almost synchronously. The organ reappears softly in the background again, while the summarists are announcing a brief return to the organ studio for intermission entertainment. Each studio announcer picks it up promptly on the cue, and introduces the music—identical music, note for note, on both broadcasts; but still introduced entirely in French by the set on my left, and entirely in English by the set on my right.

Presently the broadcast returns again to the Forum, in time for the start of play in the second period. From this point, play-by-play accounts are carried over the two broadcasts simultaneously—each in its own appointed language. And so on to the second intermission, with its quota of musical entertainment, its synchronized summaries and synchronized commercials—French on the left, English on the right. The effect of that opening "dual broadcast" was rather more than mildly thrilling for those of us who had had a share in conceiving and producing it—the first effort of its sort, I believe, that has ever been attempted.

Some Innovations

WITH INDIVIDUAL sources of entertainment, of course, the double broadcast would have presented no problem whatever. It would simply have been two separate broadcasts, which might even have been less costly than the dual broadcast. But for various reasons—individually minor but collectively important—a single source of music was compulsory; while at the same time everything vocal on each broadcast had to be in the language of that broadcast.

That was the problem which confronted the technicians when C. B. Watt, advertising manager for General Motors Products of Canada, Ltd., announced last summer that every General Motors hockey broadcast in Quebec would have to be carried this winter in both languages. Last winter the broadcasts alternated between French and English—French for the home games of Les Canadiens, English for those of the Montreal Maroons. This year the General Motors broadcasts are carried on a network of 19 stations, in the case of Toronto games.

On the Quebec network Montreal games are broadcast over CFCF, CKAC, CRCM, Montreal and CRCK, Quebec. For the sake of simplicity and flexibility, as well as general effectiveness, it was decided that for the first season of this new dual broadcast an organ background should be used, the best available being in the studio of a Montreal department store.

The physical layout is this: A box at the Forum accommodates five persons—French play announcer and summarist on one side; English play announcer and summarist on the other, and W. V. George, production manager, in the middle. In the Forum fan-room, near by, is the soundproof booth which houses the main controls of both networks. Half a mile or more distant is the store, with its organ pickups inside the hall, and its two separate control rooms and announcers' booths outside the hall but on the same floor.

All points are co-ordinated by means of an order wire common to the production manager, to all operators, and to all announcers. Each announcer and operator has this order wire on one ear of his head set or head-and-breast telephone set, while the other earphone of the set carries the mixed output of the broadcast on which he is working.

The two networks come together at only two points. The organist has a split headset—English in one ear and French in the other. The production manager has a similar split set. The latter, however, must also handle a third earphone, which is tied in with the order wire, and which rides close enough to his "English ear" to attract his attention whenever a call is made on the order wire. Thirteen local telephone loops provide service and stand-bys between the two points of pickup and the network inputs.

The task of designing and installing the complicated set-up was left to Station CFCF, one of the "English" stations of the Quebec group, and a department of the Canadian Marconi Co. From the first broadcast, the operation was exactly as intended, without a flaw.

Long-term Sports Series Booked by WJBK, Detroit

Mr. Britton

WJBK, Detroit, announces what is believed to be the largest contract ever sold by a 100-watt station. Sponsorship of all home games this season of Detroit's two professional hockey teams, Red Wings in the National League and Olympics in the International, was sold to the Schmidt Brewing Co. for $32,500. This figure includes the broadcast of 46 regularly scheduled contests to be played at the "Olympia," indoor sports arena, and does not include possible post-season games if the Auto City representatives qualify for the play-offs.

Credit for the sale goes to Clyde E. Britton, who has been in sales promotion and radio advertising for the last ten years. Inasmuch as there is no agency involved, Mr. Britton is handling the entire supervision of the broadcasts.

Bill in House Penalizes Radio Facility Contests

A MEASURE designed to eliminate wasteful and frivolous contests for radio facilities before the FCC, was introduced in the Senate Jan. 10 by Senator Neely (D.), of West Virginia, and referred to the Interstate Commerce Committee. The measure provides that Section 309 of the Communications Act of 1934 be amended by adding the following:

"In any proceeding before the Commission upon an application which involves a contest with the owner or owners of any existing radio station for the use of all or any of the facilities of such station, if the Commission dismisses the application or in any other manner denies the relief sought by the application or in any other manner denies the relief sought by the applicant, it shall in its order of dismissal or denial, direct the applicant to pay the owner or owners of the station all reasonable counsel fees and other costs which such owner or owners may have expended or incurred in resisting such application. Any such order for the payment of counsel fees or other costs may be enforced in the same manner as an order for the payment of money under Section 407."

WOR LEADS IN FOOD ADVERTISING

Is America's Greatest Food Market!

$1,326,000,000 worth of food products . . . almost a *fifth* of all the food products sold at retail in the United States . . . is sold in the Guaranteed Service Area of WOR!

This amazing market fact was uncovered by the recent Census of American Business, conducted by the Bureau of Census, Department of Commerce.

The reason for this heavy concentration of food purchases in an area less than 1% of the nation's total is due to the fact that 87% of the people in the WOR Area live in cities of over 10,000 population. They have no cows, chickens or vegetable patches of their own. Whatever food they eat they must BUY!

That is why the WOR Area is such a *super* market for manufacturers and distributors of food products of all sorts. It explains too why so many of the leading food companies advertise regularly over WOR. *WOR carries more food advertising than any other station serving the Metropolitan New York market!*

WOR's leadership in food advertising dates back more than 8 years when America's chief exponent of the Pure Food movement—Alfred W. McCann began his regular broadcasts over this station.

WOR

1440 BROADWAY, NEW YORK CITY

Bamberger Broadcasting Service, Inc., Newark, New Jersey

Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. Boston: James F. Fay, Statler Bldg.

Advance in Broadcast Transmission

Use of Super-power, Progress in Short-wave Equipment And Antenna Innovations Among 1934 Developments

By HOWARD A. CHINN (CBS)
and
CHARLES W. HORN (NBC)

MOVING STEADILY toward the goal of "high fidelity" transmission conditions for the entire industry, considerable progress was made during 1934 in technical radio, from microphone to antenna. The authors, both well known engineers, set forth in lay language the accomplishments of the radio broadcast engineer, pointing particularly to WLW's 500,000-watt transmitter.

THE RADIO broadcast engineer, working behind the scenes so to speak, played a highly important part during the past year in disseminating material of great cultural, economic and informative value to the people of the world. Seated at his control console, he has guided the voices of statesmen, philosophers, singers, and reporters of great news events, to the millions of loud speakers. Ranging the field of research, he has made possible the transmission of fine music with ever-increasing fidelity of tone and harmony.

Among the specific developments which have made the engineer's part in broadcast transmission so notable in 1934, have been the increased use of short-wave facilities to extend the scope of the international exchange of program material, continued improvement in fidelity of reproduction, development of the world's highest-powered broadcast transmitter at WLW, Cincinnati, installation of antenna systems of greater efficiency, and collection of extensive field survey data.

Of singular interest has been the more extensive use of low-powered short wave transmitters such as were employed by CBS in its transmission of the first Arctic to Antarctic broadcast, by NBC in its programs from the schooner *Seth Parker*, and by both networks in the broadcasting of such sport events as the America's Cup Yacht races.

Program Material

THE EXTENSIVE "behind-the-scenes" activity of the engineers not only made such unusual broadcasts possible, but also brought to the American radio audience for the first time programs from Norway, Russia, Egypt, The Holy Land, Rhodesia and India. There can be no question but that the world wide distribution of programs of this nature creates a better understanding between the peoples of a nation and their fellow men throughout the world.

Some of the most worthwhile developments which took place during the year were not spectacular nor were they given much publicity. Some of these developments, however, made possible the handling of important broadcasts. Few people, excepting those directly engaged in such work, can appreciate the valuable accomplishments by engineers in arranging and setting up equipment for picking up important events like the Metropolitan Opera from the stage, the so-called "stunt" programs, the devising and installing of equipment on airships, steamships, championship golf courses, boat races, etc.

Station Equipment

THE PROGRESS made during the year in utilizing higher powers and, particularly, the construction of the 500,000 watt station of WLW, required a great deal of pioneering by the engineers. It was a big step to take—from 50,000 watts to 500,000 watts. It required the solving of engineering problems in all phases of transmitter design. One outstanding achievement in this connection is the sectionalizing feature which permits the shutting down of a portion of the transmitter for repairs or tube replacement without interruption to the program.

Better Performance

IN GENERAL, the performance characteristics of the better broadcast stations have been, for quite some time, entirely satisfactory. During 1934, however, a number of new broadcast transmitters of various sizes, having exceptionally good characteristics, have been placed in operation throughout the country.

In addition to the development of a new series of broadcast transmitters there has been made available considerable speech input equipment which is completely a-c operated, as far as the power supply is concerned. This equipment, which obviates the need for batteries, charging generators, etc., has proven itself entirely satisfactory in all respects and its more general application in the future is anticipated.

High-quality microphones and amplifiers especially intended for remote or field pick-up service have been developed and are being used at all the large broadcasting centers. This equipment is readily portable, extremely rugged in construction, and provides sufficient amplification to permit the use of low-level, high-quality microphones for remote pick-ups.

A number of new, easily operated, accurate measuring instruments have been developed to facilitate the operation of the broadcasting plant at its optimum efficiency, and to maintain the high fidelity of transmission which this equipment is capable of producing. This apparatus permits the broadcast engineer readily to determine the exact performance of his equipment at all times and to maintain it at its best operating condition.

Broadcast Antennas

AMONG the important developments of the year is the increase in the amount of research and experimental work being conducted on the broadcast antenna and the sometimes neglected ground system. Stations have come to realize that the efficiency of a radiating system is an essential function of good station operation.

The marked inefficiency of some of the older types of antenna systems is now generally recognized and considerable progress is being made in the replacement of these structures with more efficient radiators. These developments have resulted in higher signal intensity at the listener's home, increased service area, and a reduction in the "mushing" zone wherein fading and distortion is caused by the interference of sky wave and ground wave. All these improvements have been obtained with little, if any, increase in operating or maintenance cost.

A great deal of work was done in devising equipment and means of measuring the performance of antennas. In some cases airplanes were used to obtain measurements of waves radiated in the vertical planes. Extensive experiments with models were made to check theory.

During the year a number of directional antenna systems were installed at broadcasting stations throughout the country. There are several reasons why it is necessary to employ such systems. They may be used for the purpose of obtaining specific interference reduction while still rendering a maximum public service or, the geographical location of the station may be such as to permit a more effective coverage of the populated area by the use of a directional antenna system.

Field Surveys

IN CONNECTION with increasing radiation efficiency of antennas, the year has seen many field strength measurements made. Stations have become aware of the necessity of properly supplementing mail response surveys by field contour curves based on careful measurements. Neither a mail response survey nor field intensity measurements are sufficient in themselves to indicate the true coverage of a given station. However, by intelligently applying the data obtained by both these means, a very good indication of the audience being reached may be obtained. Careful scrutiny of the existing conditions and the realization of corrective measures, wherever such are indicated, insures the broadcast station a maximum audience consistent with the facilities available.

WLW Seeks Permission To Increase Its Regular Power to 500 Kilowatts

APPARENTLY to pave the way for an appeal to the courts, Crosley Radio Corp. on Jan. 11 filed with the FCC an application for authority to increase the regular power of WLW, Cincinnati, from 50,000 to 500,000 watts, which it has been using under an experimental license since last summer.

Denial of this application is forecast as almost automatic, since the FCC on Dec. 21 instructed the station either to curtail its night power to 50,000 watts by Feb. 1 or attempt to install a directional antenna which would have the effect of reducing its signal in the direction of Canada to that normally caused by a 50,000 watt station. The issue was provoked by virtue of formal complaints to the United States government by Canada of blanketing of CFRB, Toronto, by WLW's super-power.

While WLW might appeal from the Dec. 21 decision even though it has been operating with an experimental license, it was pointed out that an appeal from an application such as it has just filed for a regular 500,000 watt license would make the issue clearer cut. Recourse to the courts evidently is planned since engineers admit it would be most difficult to accomplish the technical feat of curtailing WLW's signal toward Canada without also seriously impairing the station's reception in Northern Ohio and other points in its normal coverage area.

With 500,000 watts, WLW has been the highest powered station in the world. Upwards of $500,000 has been expended in the new plant. For the FCC to grant the application for the regular use of 500,000 watts would entail a revision of existing radio regulations, since the maximum power permitted is 50,000 watts.

CBS Acquires Title To Capital Outlet

PURCHASE of the physical property of WJSV, Washington, since 1932 leased from the owners, WJSV, Inc., was announced Jan. 2 by CBS in a letter to the FCC. The purchase price was not disclosed, but was understood to have been about $175,000.

Under the transaction, the Old Dominion Broadcasting Co., a 100 per cent subsidiary of CBS, becomes the owner, rather than the lessee of the station, which operates on 1460 kc. with 10,000 watts. Since June 10, 1932, CBS has operated WJSV under lease as its basic Washington outlet. WJSV, Inc., from which organization the station was leased, was controlled by J. S. Vance, publisher of the *Fellowship Forum*. The original lease had been for a period of 15 years, with option to purchase.

Now Hearst Radio, Inc.

CHANGE in the name of the Hearst radio organization, licensees of the majority of the Hearst stations, from American Radio News Corp., to Hearst Radio, Inc., was disclosed coincident with the filing of applications with the FCC on Jan. 5 for transfer of licenses from the former to the latter organization.

Pictured above is a portion of the audience that came to see and hear a handful of WLS entertainers broadcast the Prairie Farmer Dinnerbell Program from the center of Chicago's State and Madison Streets on August 10th, 1934. These people came to see artists whom they know—whose friendly refreshing personalities are carried into their homes. *WLS personalities brought them there.*

WLS personalities have brought 312,000 listeners to the Eighth Street Theatre to view 294 consecutive staged performances of the National Barn Dance. Since November 1st, 1932, these same personalities have played to 5,200,000 persons in 750 theatres. WLS personalities were responsible for most of the 1,051,041 letters that came to the WLS fold in 1934.

The popularity of and responsiveness to WLS programs are founded on live talent—living personalities. Phonograph records are not played on WLS for the obvious reason that live talent alone expresses the personal element—the spontaneity, informality and true fellowship that individualizes WLS. And, add to interesting facts: *(1) WLS is the only Chicago radio station operating between 6:00 and 9:00 A.M. broadcasting live talent exclusively. (2) WLS maintains, on its weekly payroll, a staff of 60 full-time entertainers.*

You, as an advertiser, certainly are interested in personality. Test WLS. You'll find a vast audience listening to WLS personalities, ready to *listen* and *respond* to your advertising message on WLS.

★WLS MORNING SCHEDULE
6:00 to 9:00 A.M.

6:00	Smile-A-While Time
6:45	Pat Buttram's "Radio School"
7:00	WLS Newscast
7:10	Cumberland Ridge Runners
7:15	"Bulletin Board"
7:30	"Jolly Joe"
7:45	Spareribs' "Fairy Tales"
8:00	Morning Devotions
8:15	"Ramblin' Red" Foley; weather
8:30	Ford Rush
8:45	Morning Minstrels

★Artists featured include: Cumberland Ridge Runners, Dean Brothers, Hoosier Sodbusters, Pat Buttram, Neighbor Boys, WLS Rangers, Spareribs, Julian Bentley, John Brown, Ralph Waldo Emerson, Ford Rush, Jack Holden, Joe Kelly, "Check" Stafford, "Tiny" Stowe, Arkansas Woodchopper, Linda Parker.

WLS
50,000 WATTS

THE PRAIRIE FARMER STATION
1230 WEST WASHINGTON BOULEVARD
CHICAGO, ILLINOIS

BURRIDGE D. BUTLER
PRESIDENT

GLENN SNYDER
MANAGER

NEW YORK OFFICE - Graham A. Robertson, 250 Park Ave.

Of course!

YOU WANT THE DETROIT MARKET

... And CKLW alone is the only Radio Station you need to cover the entire Detroit area.

Then it's

CKLW YOU WANT

Member COLUMBIA Basic Network — 5,000 Watts (1030 kc.) In the center of the dial. Windsor Offices:
GUARANTY TRUST BLDG.
Phone: 4-1155

Follow the example of DETROIT merchants. CKLW carries more local advertising than any other network station covering the vast Detroit area.
Detroit Offices:
UNION GUARDIAN BLDG.
Phone: Cadillac 7200

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

KSD REACHED
ALL-TIME NEW HIGH RECORDS
DURING 1934 IN BOTH
VOLUME OF ADVERTISING AND
NUMBER OF ADVERTISERS

RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.

Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

Lindbergh Case and Congress Covered Extensively by Radio

With Microphones Barred From the Court Room, Networks Give Frequent Bulletins and Features

FROM a public service standpoint, broadcasting got away to a flying start in 1935 with two big events receiving extensive treatment — the opening days of Congress and the "trial of the century" at Flemington, N. J.

Coverage of these outstanding events, however, offered a decided contrast. The opening of Congress, Jan. 3, and the President's message to Congress on the following day, presented an actual airing of the events. In the trial of Bruno Richard Hauptmann on a charge of kidnaping the Lindbergh baby, however, the event itself was not broadcast since microphones were not allowed in the courtroom.

CBS, NBC, ABS and WOR had microphones set up at many points of vantage as the gavel was pounded for the opening of Congress. For NBC, John B. Kennedy, news commentator, and Announcers Carleton Smith and Fred Shawn, provided word pictures of the proceedings. In addition, NBC present air interviews with a number of Senators and Representatives. Short waves carried the President's voice to far points of the world Jan. 4, the second time this has been done.

Stefan Interviewed

FOR CBS, Robert Trout, presidential announcer, described the Congressional proceedings and H. V. Kaltenborn, news commentator interviewed members of Congress. On the following day, right after CBS had broadcast the reading of the message by the President, Mr. Kaltenborn analyzed its provisions for the radio audience. The message was rebroadcast later in the day from a recording.

ABS in its coverage of Congress included an interview by Strickland Gillilan, ABS Washington commentator, with Rep. Karl Stefan, new member of Congress from Nebraska and former announcer on WJAG, Norfolk, Neb. WOR broadcast the opening of Congress in conjunction with NBC.

Lindbergh Trial

IN CONTRAST to the feverish activity at Hopewell in March, 1932, when both national networks and several independent stations had elaborate set-ups to cover the Lindbergh kidnaping case, Flemington, N. J., has seen few broadcasters since the trial of Hauptmann, despite the fact that no criminal trial in history has attracted such widespread attention.

To a great extent the scarcity of radio newsmen is attributable to the policies of the broadcasters themselves. If the court room had been open for broadcasting, it would have been necessary for the three networks and WOR to maintain enormous staffs in Flemington and to kill innumerable commercial as well as sustaining programs to broadcast the high-spots of the trial. Governor A. Harry Moore, in a proclamation, had expressed his opposition to permitting microphone set-ups in court and Judge Trenchard was of the same opinion.

All three networks have relied mainly on the Press-Radio Bureau for their Bulletins, supplementing these occassionally with talks by commentators. CBS installed origination equipment in a hotel near the court house for the use of Boake Carter, commentator for Philco. On the opening day of the trial, and on the day when Col. Lindbergh appeared as a witness, Carter devoted his evening network broadcast to a resume of the days' proceedings, and gave much of the color as background.

Other Coverage

FOR NBC, Lowell Thomas spoke early in the evening soon after the end of the first day's proceedings, from a pick-up point installed in a poolroom directly opposite the court house. His comment was in his regular series for the Sun Oil Co., and he is making similar broadcasts while interest in the trial is at its height.

ABS did not install microphones in Flemington, believing that only the courtroom scene itself could justify such steps. It did, however, supplement its Press-Radio service with background bulleting from a newspaperman covering the trial.

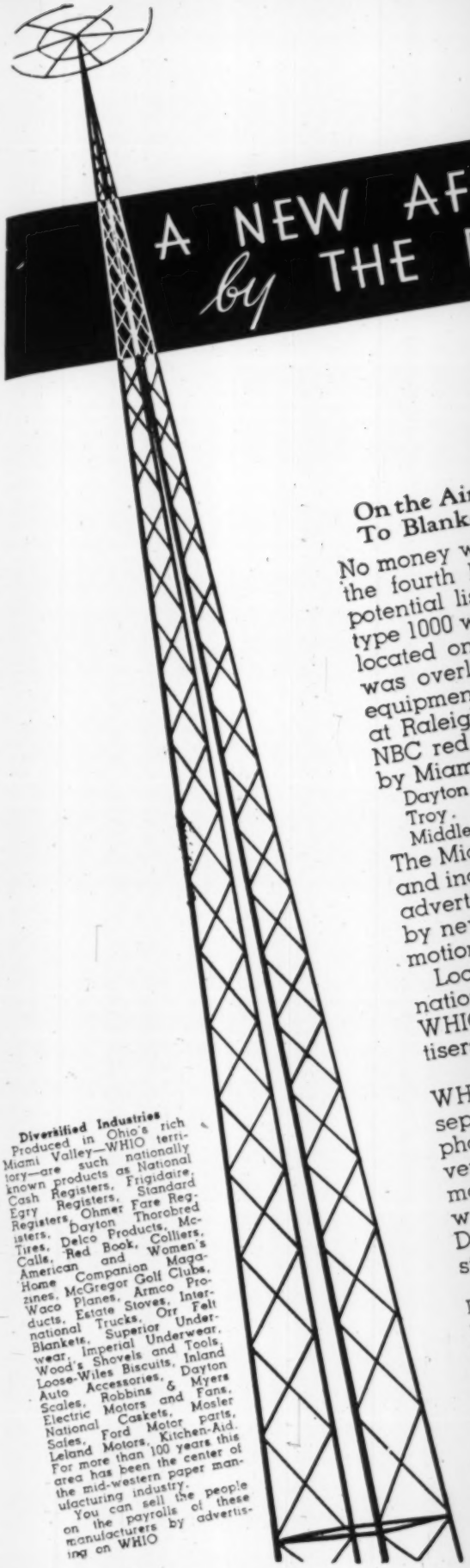
All three networks made special arrangements to disseminate Press-Radio news as frequently as possible. Schedules were changed almost daily, but between five and ten periods from five to fifteen min-

(*Continued on page* 44)

President's Message

PRESIDENT ROOSEVELT'S history-making address to Congress on Jan. 4 also made radio history, for it marked the first time that a complete recording of a presidential speech has ever been broadcast over a network. CBS, after presenting the "flesh" broadcast from the House floor at 12:30 p. m. on Jan. 4, rebroadcast a recording of the speech at 11:15 the same evening in the belief that a majority of persons were at work during the actual presentation and that the address was of such vast importance that every possible person should have heard it. Permission was procured from the White House and the recording was made by National Recording Studios, National Press Building, Washington. WJSV, Washington CBS outlet, which keyed the program, received a tremendous response to the rebroadcast. It is expected to mark the beginning of widespread use of this method on epochal broadcasts —a common practice in Europe, but heretofore unprecedented in this country.

A NEW AFFILIATE IS ANNOUNCED *by* THE DAYTON DAILY NEWS



Diversified Industries
Produced in Ohio's rich Miami Valley—WHIO territory—are such nationally known products as National Cash Registers, Frigidaire, Egry Registers, Standard Registers, Ohmer Fare Registers, Dayton Thorobred Tires, Delco Products, McCalls, Red Book, Colliers, American and Women's Home Companion Magazines, McGregor Golf Clubs, Waco Planes, Armco Products, Estate Stoves, International Trucks, Orr Felt Blankets, Superior Underwear, Imperial Underwear, Wood's Shovels and Tools, Loose-Wiles Biscuits, Inland Auto Accessories, Dayton Scales, Robbins & Myers Electric Motors and Fans, National Caskets, Mosler Sales, Ford Motor parts, Leland Motors, Kitchen-Aid. For more than 100 years this area has been the center of the mid-western paper manufacturing industry. You can sell the people on the payrolls of these manufacturers by advertising on WHIO

On the Air Early in February, Enabling Radio Advertisers To Blanket Ohio's Rich Miami Valley at a Lower Cost

No money was spared in building Dayton's new radio station—the fourth largest in Ohio. Engineering tests show 1,118,501 potential listeners in the primary zone of WHIO for the latest type 1000 watt (day and night) RCA high fidelity transmitter was located only after exhaustive tests. No scientific improvement was overlooked by the RCA engineers who designed all the equipment. Antennas, developed by 2 years of experimentation at Raleigh, N. C., insure dependable reception at all times of NBC red network programs heretofore heard but occasionally by Miami Valley listeners, including such towns as

Dayton, Springfield, Eaton, Piqua, Troy, Sidney, Greenville, Hamilton, Middletown, Urbana, Franklin, Xenia

The Miami Valley is the second largest industrial district in Ohio and includes prosperous farms and populous villages. For years advertisers have recognized it as Ohio's best test field developed by newspaper coverage of the Dayton Daily News and its promotion department.

Located within 56 miles of the center of population of the nation and within 65 miles of the national manufacturing center, WHIO can easily mean, as a trial area, as much to radio advertisers as it has to newspaper advertisers.

A five story building devoted to the development of WHIO includes four acoustically treated studios, each with a separate control booth, equipped with RCA high fidelity microphones. The latest RCA turn tables provide for both lateral and vertical cut transcriptions. All types of talent can be secured at a moderate cost. Dayton is recognized as a cultural center and within a 30 mile area are located five universities and colleges: Dayton, Antioch, Wittenberg, Miami and Wilberforce with outstanding musical and dramatic departments.

Space in modern display windows in the center of Dayton's business section is furnished WHIO advertisers without cost, and a reasonable amount of merchandising service is also provided without additional charge. Affiliation with the Dayton Daily News and the Springfield News and Sun assures ample program publicity and ready acceptance of commercial programs.

Reach Miami Valley listeners at a lower cost—Write today to WHIO, Dayton, for program and market data.

Miami Valley Broadcasting Corp.
39 S. Ludlow St., Dayton, Ohio
J. M. COX, Jr. President
J. L. REINSCH, Commercial Manager
E. K. STEINER, General Manager

Radio Drive Brings Million Into New York State Milk Club

Only Medium Used in Organizing Children's Group; Seasonal Drop in Volume of Sales Avoided

By GILBERT CANT

RADIO advertising campaigns accounted for only a small part of the $500,000 appropriated by the State of New York last summer for a milk-selling campaign—probably not more than 12% and certainly not more than 15% of the total.

But, in less than four months this small outlay made it possible to roll up a membership of more than a million for the Children's Club promoted through the program, and radio was the only medium used to further the club.

Latest available figures show that slightly more than 1,100,000 children of school age pledged themselves, as members of the "5-M" Club, to drink a quart of milk daily. At the time of going to press, this response had already exhausted the fund set aside to provide badges for the members, and late-comers must be content with a card. It is expected that about 100,000 more will enroll during the five weeks the program has been extended beyond its original expiration date (Dec. 29). The total of 1,200,000 would be almost exactly half the school-age population of the State of New York.

The striking feature of the children's response is that it was not made easy for them to say "I will," when asked to sign the pledge, and let it go at that. On the contrary, they were required to exert themselves to a considerable extent. In this way the State Bureau of Milk Publicity and its advertising agency, N. W. Ayer & Son, felt that the children's adherence was of some value, and not simply a meaningless gesture.

Adventure Stories

AT FIRST TWO programs were put on the air. One, for children between four and six years of age, consisted of the "Uncle Wiggily" scripts, and contained only the simplest possible commercials, designed to encourage the children to use more milk by appealing to their sense of taste. Various appetizing foods and drinks containing milk were suggested, and with that the commercials ended. Their stark simplicity, however, attracted a great deal of attention, and several broadcasting stations in other parts of the country have negotiated for permission to use the transcriptions without rubbing out the commercials. They were heard up to the end of December on five stations, including WOR.

Obviously it would be impossible to measure the adult response to such a program. However, the fact that the program itself was highly acceptable was attested by parents who wrote in praising its character, and at the same time approving of the educational aims and the manner in which they were brought out.

In the case of the campaign directed at children of school age, however, a reliable index was established. The scripts, entitled "Robinson Crusoe, Jr.," and written by Peter Dixon, were designed to appeal to both boys and girls, and great care was taken to meet the current criticism of parents about the nature of children's programs. The "Blood and Thunder" recipe was amended by taking out the blood, and the youngsters in the story had plenty of adventures in which they received information on a great variety of subjects. What they learned, of course, their audience also learned.

The schedule called for four quarter-hour broadcasts weekly, beginning at 5.45 p.m., and broadcast through WABC and the following split CBS network: WOKO, Albany; WFBL, Syracuse; WKBW, Buffalo; WHEC, Rochester; WIBX, Utica, and WGLC, Hudson Falls.

Both the opening and closing commercials were kept as short as possible, and they concentrated on telling children the importance of milk as a body-building food to maintain physical fitness. Letters from famous athletes and cinema stars contained personal testimonials to the value of milk—among them Jack Dempsey, Helen Hicks and Helen Hayes. Victor Czegka, supply officer for the Byrd Antarctic Expedition, wrote at more than average length on the elaborate steps taken by the explorers to insure a continuous milk supply in Little America.

Received Badges

AT THE END of the programs, children were asked to go to their school teachers to learn about the "5-M" club for those who wanted to support the state in its campaign and also wanted to build themselves up. Teachers gave out—only to those who specifically requested them—pledge cards which the children themselves signed, and which they had to take home for their parents to sign. Each joiner pledged to drink a quart of milk daily, in one form or another. The membership badges contained the great seal of the State of New York in miniature, so children were the only people in the state, except state officials, allowed to wear this insignia—the only come-on offered to them.

The fact that more than a million pledges have been received does not, of course, indicate that a million more quarts of milk are being sold daily in New York. It has, however, caused a marked increase in the sale of milk in communities where the program has been most successful. Most of these are outside the metropolitan area of New York City, for two reasons: In the first place, the city already has the highest per capita consumption of milk in the world, and second, city children (like city adults) are harder to reach and harder to "sell" by radio and other media than those in smaller communities.

Business Aspects

ALTHOUGH a special auditor was engaged by the milk bureau to evolve a method of gauging the increase in sales, no accurate figures are available. Only the sales of the large metropolitan companies are readily accessible, and it was found that too many factors entered into their business to make possible an accurate check of the program's effect in terms of dollars and cents. The figures would not be representative, in any case, since the sales of milk are nearer the saturation point in their areas than elsewhere.

Upstate dealers reported better business in about 75% of cases. Some reported improvement over corresponding months of 1933; others said that whereas they usually experienced a seasonal drop, no such decline had been shown this year, and still others noted an increase contrary to normal seasonal trends.

The Legislature's original appropriation expires March 31, but a movement is already under way to introduce new legislation providing for a continuance of the campaign, for during its progress the milk surplus in the state has almost disappeared, with radio playing an outstanding role, as the medium used to appeal to the greatest class of potential customers.

Tiny Transmitter

EXPERIMENTS in ultra short waves by Marconi, Italian electrical wizard, are being duplicated in San Francisco on a more humble scale by Alan Cormack, KFRC technical director. Cormack has built a tiny transmitter, mounted on a panel less than 3 x 4 inches in size. The entire equipment was built at a cost of $2.15, 90 cents for the transmitter and $1.25 for the receiving set. Cormack is able to send radio messages and music on a wave length of three-fourths of a meter, or more than 400,000 kilocycles. Reception, so far, has been limited to a comparatively short distance, Cormack says. "Under favorable conditions the broadcasts from the midget outfit should be audible for 30 or 40 miles," he adds.

Increases in Day Power Are Given Six Stations

INCREASES in day power on their regional channels to 5,000 watts, in conformity with the recent change of policy whereby the limit was raised from 2,500 watts, were authorized for six stations in actions of the FCC Jan. 8. Simultaneously, the FCC designated for hearing a half-dozen similar applications.

Stations securing the day increases to the new regional maximum were KWK, St. Louis; WDGY, Minneapolis; WFBC, Greenville, S. C.; WDAY, Fargo, N. D.; WDOD, Chattanooga, and KGW, Portland, Ore. The FCC also authorized KOIL, Council Bluffs, Ia., to increase its day power from 1,000 to 2,500 watts, with night power remaining at 1,000 watts. Applications for 5,000 watts day power set for hearing include those of WRC, Washington; KWTO, Springfield, Mo.; WBBR, Brooklyn; WIND, Gary, Ind.; WKRC, Cincinnati, and WSAI, Cincinnati.

BA Inc.

ANNOUNCES

A New and Complete

RADIO ADVERTISING SERVICE

In All Parts of the World

For Exporters and Advertising Agencies

On January 1, 1935, we opened our own Recording Studio. We now are equipped and ready to build and produce complete programs, electrically transcribed, under the supervision of Keith McLeod, formerly Musical Supervisor of the National Broadcasting Company.

We clear time for Spot Broadcasting

in any language, *Anywhere*

We serve as your Foreign Radio Department

Economical, Efficient and Effective

Broadcasting Abroad, Inc.

29 West 57th Street New York, N. Y.

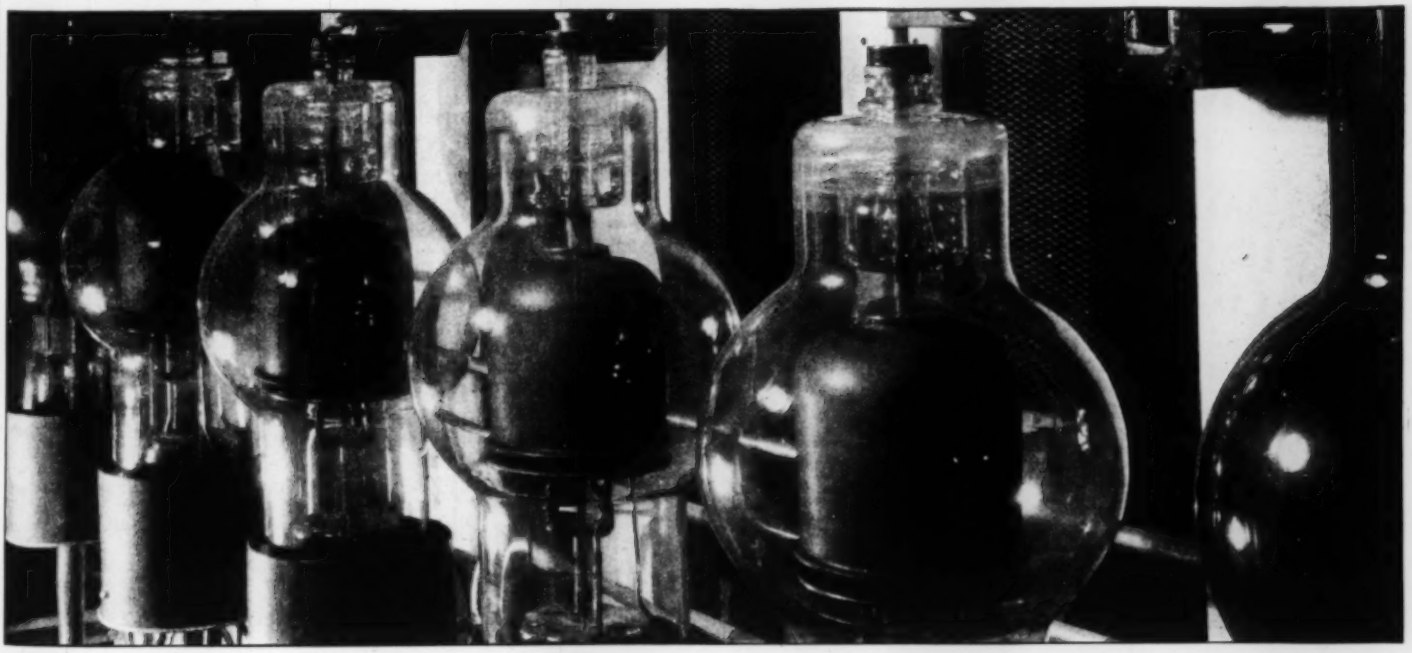
Your Dealers *expect* it of you

WLW "the Nation's Station"

NRA

500,000 watts

The most EFFECTIVE, most ECONOMICAL way to reach the world's largest radio audience



The mercury vapor rectifier tubes, shown above, which supply the power to the new 500,000-watt WLW transmitter were especially designed. They are rated at 450 amperes. The cathodes are so large that thirty minutes is required to bring them up to the proper temperature. A continued stream of temperature regulated air is directed against these tubes to maintain the mercury at the proper temperature. 100 amperes at 12,000 volts is required for the plate power of the new WLW transmitter, which is the most powerful in the world.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

News for the Radio Without Censoring

Pros and Cons of Service As Seen by Competitors

THE ONLY safeguard against colored radio news and dominance of either government or advertisers in news broadcasting is press association service to stations, in the opinion of E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*, speaking Dec. 27 before two national journalistic teaching groups meeting in Chicago.

Answering Mr. Harris, who is chairman of the Publisher's National Radio Committee, Herbert Moore, president of Transradio Press Service, declared that radio is entitled to its own news-gathering organization and added that in his opinion, Press-Radio service as now operated permits newspaper monopoly and distortion of news.

These positions were stated in a symposium before the convention of the American Association of Teachers of Journalism and the American Association of Schools and Departments of Journalism.

Lack of Censorship

"UNCENSORED news, free from propaganda, can be presented and maintained only if the news is furnished by reliable news gathering organizations and if it is not resold to an advertiser for sponsorship," said Mr. Harris. "If the news is resold to an advertiser, the news gathering association forfeits its right to prevent censorship."

On the other hand, Mr. Moore stated that sale of a radio press service does not mean that the service will be censored. He traced the growth of Transradio since last March and added that it now supplies news to 150 stations.

Mr. Moore said that "the stations buy news and that's what we deliver." Continuing, he stated: "There isn't the newspaper monopoly that means distortion. The newspapers are fighting the press radio service with lies and deception. We believe that radio needs its own news gathering agency, uninfluenced by the press. The public wants that. Just as we fight control of the news by newspapers, so we would fight control by the government."

CBS Promotes Kesten

PROMOTION of Paul W. Kesten, since 1930 CBS sales promotion director, to vice president and assistant to Edward Klauber, CBS executive vice president, was announced Jan. 7 by William S. Paley, CBS president. Mr. Kesten's successor has not been named, his assistant, Victor M. Ratner, holding the position in the meantime. CBS vice presidents now include, besides Mr. Klauber and Mr. Kesten, Sam Pickard, station relations; Lawrence W. Lowman, operations; Hugh K. Boice, sales, and H. Leslie Atlass, Chicago.

THE TOP GIRDER of the new WGN studio building in Chicago was riveted in place Jan. 3 completing the skeleton of the building.

Advertising Gross For Year Equaled Previous Records

Total Sales of $72,000,000 Are Estimated by NAB

TOTAL broadcast advertising volume during 1934 has equaled the previous highest level of the industry, it is indicated by preliminary estimates based upon statistics compiled by the National Association of Broadcasters for the first 11 months of the year. Gross time sales of stations and networks during that period were in excess of $65,000,000, with every indication that the December volume of the industry would maintain the momentum of the past several months.

On the basis of these totals it is probable that the gross time sales to advertisers will amount to more than $72,000,000 for 1934, an increase of approximately 28 per cent over the preceeding year. Network advertising has shown the greatest increase (see January 1 issue of BROADCASTING for network revenue estimates), with national spot advertising ranking second. It is quite probable that only slight gains will be recorded by local broadcast advertising, a situation which parallels other localized media to a certain degree.

Drop in November

TOTAL broadcast advertising revenues in November were $7,232,592, a decrease of 1.9% as compared with the preceding month. A decline of 3.5% in network revenues and a similar one in local broadcast advertising were responsible for the downward trend. Regional network advertising rose 11.4% while national spot business increased 4%.

Gross time sales of stations and networks were 20.8% above November 1933. Regional networks led the field with a gain of 44.4%. National networks experienced a 26.7% increase in volume as compared with the same period of the previous year. National spot advertising gained 19.8% and local broadcast advertising 5.2%.

Compared with an increase of 20.8% in broadcast advertising volume, national magazine revenues were but 10.4% greater than in November of the previous year, national farm paper advertising 5.9% and newspaper advertising 5%.

Non-Network Income

IN THE non-network field, the 100-watt stations experienced the greatest improvement in business during the month, their advertising revenues increasing 9%. Revenues of stations over 1,000 watts in power were 10.9% greater than in November of the previous year. Those of stations of 250 to 1,000 watts in power experienced a gain of 14.5% and those of 100-watt stations showed an increase of 5.7%.

Live talent national spot volume continues its rise of recent months. Broadcast advertising of this type was slightly greater than in October and stood at a level 70% higher than in November 1933. National spot announcement volume was 45.5% less than during the same period of the preceding year, while there was a slight decline in local announcement volume.

Principal trends during the month in the field of sponsorship of broadcast advertising included a gain of 25.5% in national network soap and kitchen supply advertising as compared with October, a rise of 27.9% in national spot cosmetic advertising, and of 22.7% in national spot confectionery volume, a 31% increase in local food advertising and a gain of 18.1% in local radio set advertising. National spot department store advertising tripled during the month, increased mail order department store volume being the cause. Total retail advertising rose 3.1% against October and was 25% above November of the preceding year.

Spot Income Gains

COMPARED with the same period of 1933 national network household equipment volume more than doubled, soap and kitchen supply advertising increased more than one and one-half times, and marked gains were experienced in the pharmaceutical, cosmetic, food, confectionery, radio and tobacco fields. Network clothing and beverage advertising were lower than in the previous year.

National spot broadcast advertising experienced gains of more than four times for November 1933 volume in the clothing field, of approximately five-fold in the soap and kitchen supply field and of nine times in the tobacco field. Household equipment and financial advertising also gained markedly.

Local radio set advertising rose materially, while some slight gains were recorded in other fields.

Broadcast Film

FOR one of its film celebrity programs, KFWB, Hollywood, used "sound on film." "This is something new in radio," said Gerald L. King, station manager. "Instead of rehearsing before a studio microphone in the station studio, and possibly being nervous before the mike, listeners hear sound on film that has gone through several 'takes'."

USED FOR OVER TWO YEARS
APPROVED BY NATIONAL ADVERTISERS

THE MICHIGAN RADIO NETWORK MERCHANDISING SERVICE

Secure all the benefits and advantages of an efficient, experienced sales organization, absolutely free! The Michigan Radio Network's merchandising service gets distributors, sells your merchandise, checks credits, handles demonstations and places displays. This service available, without charge, to all program users. Write or wire for details.

RATES:

$200.00 per quarter hour, evenings
$125.00 per quarter hour, daytime
MICHIGAN'S GREATEST RADIO BUY!

8 Stations in Michigan's 8 largest cities. Primary coverage of 8% of a territory with a population of over four million people.

WBCM ..... Bay City
WFDF ..... Flint
WJIM ..... Lansing
WELL ..... Battle Creek
WKZO ..... Kalamazoo
WOOD-WASH Grand Rapids
KEY STATION
WXYZ ..... Detroit

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICH.
300 Madison Theater Bldg.

CHICAGO: WM. G. RAMBEAU, Manager, 360 N. Michigan Ave.
NEW YORK: Robert Newton, Manager, 307 E. 44th Strett

Total Broadcast Advertising Volume

Gross Time Sales

Class of Business	October	November	Cumulative Jan.-Nov.
National networks	$ 4,527,002	$ 4,366,453	$38,196,558
Regional networks	95,964	107,259	654,055
National spot business	1,251,014	1,300,625	12,310,278
Local broadcast advertising	1,503,104	1,458,255	14,550,707
Total	$ 7,377,084	$ 7,232,592	$65,711,598

$36 WILL PUT YOUR TRANSCRIPTIONS ON KHJ LOS ANGELES FOR FIFTEEN MINUTES*

IF YOU BLANKET THIS "WHITE SPOT"

you've covered 80.4% of the Southern California Market.

4th Market of the Nation

Population 2,318,526
Radio Sets 531,707

80.4% of the Radio Families of all Southern California live in 2.2% of the land area . . . in the Los Angeles Metropolitan District.

**Only $36 for one-quarter of an hour of daytime broadcasting. 7 A. M. to 6 P. M. and after 10:30 P. M. every day* INCLUDING *Sundays. (Subject to regular frequency discounts, plus tax.)*

THE BIGGEST RADIO BARGAIN ON THE COAST

KHJ's daytime rate is almost one-third that charged for night-time broadcasting.

KHJ is also production headquarters for the Columbia Broadcasting System on the coast, which commands for it audience dominence in this great market.

That's why spot broadcasters say KHJ offers the lowest daytime cost per 1,000 listeners of any station on the entire Pacific Coast.

Here is the top station in the Metropolitan District—the 4th market of the nation—a market in which live 80.4% of all the radio families of entire Southern California, and 51% of all the radio families of the 11 western states . . . and that's something!

Send your transcriptions to KHJ for daytime broadcasting and put your product in the front rank in this rich market.

Arthur J. Kemp, KHJ Sales Manager

Eastern Representatives, RADIO SALES, INC., *New York:* 485 Madison Avenue—*Chicago:* Wrigley Building—*Detroit:* Fisher Building.

The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets — San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton
KGB, San Diego
KMJ, Fresno
KDB, Santa Barbara
KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle KOIN, Portland KVI, Tacoma KFPY, Spokane

19 NEW CBS HEADLINERS
FOR 10,000,000 DAYTIME LISTENERS
CBS
CBS
News! Nineteen new daytime productions—six of them full hour shows—were added to Columbia's schedule this Fall. Programs headed by Kate Smith. Vera Van. Johnny Green. Fray and Braggiotti. Stars of radio, stage and concert hall picked at the peak of their popularity—broadcasting to the 10,000,000* housewives who cook and clean and mend and mop—and tune-in their radio sets every day!
Nineteen new headline features presented by Columbia. Added to the famous list of CBS sustaining programs. Added to the 78 sponsored daytime periods broadcast every week . . . many of them in their second, third and fourth consecutive year of "renewals"—and sales success.
* Determined by Dr. Daniel Starch in a 10 month (1934) house-to-house investigation of listening habits.

Monday

★MODERN MINSTRELS
A black face chorus of 35 sit and sing between two famous "end" men. Performed in costume before an early morning audience. 9:00–10:00 a.m.

★COBINA WRIGHT
The popular socialite sings. And introduces famous people to the afternoon audience. 3:00–4:00 p.m.

THE LITTLE HOUSE FAMILY
A typical American family learns how much fun it is to build a house. Broadcast from the studio of "The Little House." 4:00–4:15 p.m.

CHICAGO VARIETY HOUR
Chicago parades its talent over the CBS Network. 4:30–5:00 p.m.

Tuesday

★HAPPY DAYS
From WCAU, Philadelphia, a lively array of big-time talent goes on the Columbia Network. 9:00–10:00 a.m.

THE LAUGH CLINIC
Russell Pratt and Ransome Sherman, known to laugh-lovers as the "Two Doctors." With organist Eddie Dunstedter's musical cure, Al Roth's laughing trombones. 10:30–11:00 a.m.

★COLUMBIA VARIETY HOUR
The cream of CBS staff talent. Fray and Braggiotti. Johnny Green. Freddie Rich. Mark Warnow. Nick Lucas. Vera Van. Betty Barthell. Loretta Lee and others. 3:00–4:00 p.m.

AT THE LITTLE HOUSE
Well known people talk from "The Little House" on topics for housewives and home-builders. 4:00–4:15 p.m.

Wednesday

THE JOKE BOOK REVIEW
A new wrinkle in entertainment. The listeners who think they can write better jokes than the professional gag writers have their inning...with saxophones for a jury. 9:00–9:30 a.m.

BRIGHT LIGHTS
Philadelphia broadcasts its brightest entertainment. 10:30–11:00 a.m.

Wednesday (cont.)

★KATE SMITH'S MATINEE
A variety hour whose daytime success has blazed a new trail. Kate acts as impresario. Introduces guest stars and world's champions. 3:00–4:00 p.m.

Thursday

SUNNYSIDE UP
Songs, humor and morning cheer in a rollicking review. 9:00–9:45 a.m.

COUNTRY CHURCH
Human interest, songs and music, broadcast from the West, by a non-sectarian corporation established by the Rev. W. B. Hogg. 11:30–12 noon.

★ROADWAYS OF ROMANCE
Vera Van and Jerry Cooper, two of Columbia's most promising young soloists, in a serial romance, with the romantic music of many nations. Supported by Freddie Rich's Orchestra and a large cast. 3:00–4:00 p.m.

VISITING THE LITTLE HOUSE
Visits to "The Little House" by a young couple about to be married. They are shown the practical side of home-making. 4:00–4:15 p.m.

Friday

DEAR COLUMBIA
A novel show—the first of its kind started November 30. Dramatization of letters received by CBS and its artists, in the fan mail. 9:00–9:45 a.m.

PHILADELPHIA SYMPHONY
A *two hour* program of incomparable symphonic music—a new series this fall, under the baton of Leopold Stokowski. 3:00–5:00 p.m.

Saturday

CHEER UP
A bright program of laughs and musical gayety. 9:00–9:45 p.m.

BUFFALO VARIETY SHOW
The best local talent goes on the Network to rival Broadway with a sparkling variety show. 3:30–4:00 p.m.

★FULL HOUR SHOWS IN THE DAYTIME...A CBS INNOVATION

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO

ANA Plans to Bar False Advertising

Proposes Self-regulation to Obviate Federal Control

IN THE HOPE of substituting "self-regulation" of advertising for projected government regulation, a plan has been evolved by the Association of National Advertisers which would "eliminate undesirable advertising" by voluntary internal censorship, Bernard Lichtenberg, vice president of the Alexander Hamilton Institute and chairman of the ANA Government Advisory Committee, declared Dec. 27 in an address before the National Association of Teachers of Marketing and Advertising in Chicago.

The plan involves the adoption of the principle of internal censorship by each type of advertising medium, he said; the choice of competent persons to exercise such censorship, and the coordination of the efforts of the several censors so selected. He asserted that the ANA will offer to create the machinery for the plan and the coordinating group would act under the sponsorship and guidance of ANA. The entire plan, he asserted, has been tentatively worked out.

Assails Censorship

MR. LICHTENBERG cited this and other actions taken by national advertisers and advertising groups to clean house without the necessity of any broad government intervention. He assailed plans for direct government control or censorship of advertising, pointing to their impracticability. A half dozen governmental agencies, he said, already have certain powers of advertising regulation under general statutes, but there is no Federal statute directly empowering any government agency to regulate or control advertising per se. Among those with some control, he said, are the Federal Trade Commission, Post Office Department, Department of Agriculture, and Securities and Exchange Commission.

Discussing the SEC, he said: "Indeed, so drastic are the penalties provided by the Securities Exchange Act over financial advertising that in 1934 such advertising has almost disappeared. Under the act, the term 'prospectus' is defined to mean any prospectus, notice, circular, advertisement, letter or communication, written or by radio which offers any security for sale. This makes any financial advertisement a prospectus and is perhaps the most drastic regulation of advertising so far undertaken by any branch of the government."

Plenty of Power

MAINTAINING there is adequate power residing in government agencies with respect to advertising regulation, Mr. Lichtenberg criticized sharply government advocates of further regulation and control, notably Secretary of Agriculture Wallace and Undersecretary of Agriculture Tugwell. These and others, he said, are inclined to regard advertising as "waste," and have no concepiton of its real function.

"During the past year," he stated, "business has borne the brunt of concerted criticism in what appears to be a campaign of propaganda emanating from Washington. There has been a nation-wide spread of current news and interpreted statements issued daily by Washington bureaus to approximately 15,000 newspapers and periodicals, and an integral part of this is the 10,000 miles of leased wire used by the Department of Agriculture. To say that releases toward business and advertising have been sulphuric is putting it mildly. The depression and the attitude of the government has accentuated the feeling among the people that they are the victims of gross misrepresentation."

Penn's Promotion

IN ADDITION to sponsoring a radio program to advertise its product, the Penn Tobacco Co., Wilkes-Barre, Pa., also makes its product advertise the program. On the reverse of every package of Kentucky Winners cigarettes appears the command to "listen to radio's finest program, 'One Man's Family,' every Wednesday night, 10:30 to 11, Eastern time." The sponsors have frequently used space in printed advertisements to mention their broadcasts. Ruthrauff & Ryan, New York, handles the account, which is broadcast over the NBC-WEAF network.

1530 Kc. in Kansas City

W9XBY, one of the new high fidelity stations recently to be allocated to a 20-kilocycle channel in the new extended broadcast band, went on the the air in Kansas City New Year's Eve. The inaugural broadcast started at 5 p.m. and lasted until 5 o'clock next morning, with one sponsor using thirty 50-word announcements throughout the evening. The new station which operates with 1,000 watts power on 1530 kc. is owned and operated by First National Television, Inc., which also own television station W9XAL. Sidney Q. Noel is president of the corporation; G. L. Taylor, chief engineer; Walton M. Lochman, program director, and Walter T. Evans, is in charge of Kansas City commercial sales.

More Time Is Sold By Mutual Network

Permanent Line Facilities Soon Will Be Acquired

DEFINITE decision to engage A. T. & T. network lines on a 16-hour-a-day basis, and to exchange more sustaining programs in addition to their commercials, was reached by executives of the Mutual Broadcasting System at conferences in Chicago, Jan. 10 and 11. The system comprises WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WYXZ, Detroit. It was also decided to set up Mutual personnel both in New York and Chicago for sales promotion and traffic coordination.

Attending the conferences were Alfred J. McCosker, WOR, chairman of MBS; W. E. Macfarlane, WGN, president; Theodore O. Streibert, WOR, treasurer; E. M. Antrim, Chicago *Tribune*, secretary; George Isaac and Edward Wood, Jr., WGN; John Clark, WLW; George Trendle and Allen Campbell, WXYZ.

The first week of the new year found the recently formed Mutual Broadcasting System with 6½ hours of time sold, and this, combined with the prospect of additional accounts being signed shortly, makes it likely that permanent line facilities will be acquired in the near future. It had not been expected that such facilities would be necessary for some time, but the quick acceptance of the group by advertisers has changed this situation, and the lines may be engaged for Feb. 1.

Wasey Products, Inc., which had the first commercial heard on the Mutual chain, in behalf of cosmetics, now has added a second. Both are heard on WOR, WLW and WGN, the first from 2 to 2.30 p.m. Sundays, and the new one, "Singin' Sam, the Barbasol Man," for 15 minutes Friday evenings. The agency is Erwin Wasey, Inc. The program originates in Cincinnati.

Horlick Program

HORLICK'S Malted Milk Corp., which has been taking 15 minutes five evenings a week on the three stations plus WXYZ, Detroit, has added WNAC, Boston, by wire link, and is making arrangements to supply the "Lum and Abner" programs, presumably in transcription, to KNX, Los Angeles; KGO, San Francisco, and KOIN, Portland, Ore. Lord & Thomas is the agency.

Scholl Mfg. Co., (Dr. Scholl's Foot Appliances) has signed for 15 minutes three evenings a week over the four member stations, through Donahue & Coe, Inc. Other clients are the Thos. Leeming Co., (Baume Bengue), using four stations (Lord & Thomas), and General Mills, Inc., with a campaign for Cal-Aspirin calling for five quarter-hour programs weekly, with WNAC, WGAR, Cleveland and WCAE, Pittsburgh, added to the four regular Mutual stations.

A NEW station at Anderson, S. C., WMFM, on 1200 kc. with 100 watts unlimited time, was authorized Jan. 8 by the FCC upon application of Wilton E. Hall of that city.

BROADCASTING
Broadcast Advertising

1935 YEAR BOOK

Radio's First Inclusive Encyclopedia

240 Pages of Directories and Facts

To Be Published

February 15th

To Subscribers Without Extra Cost • Single Copies Two Dollars

W.W.N.C.
OPERATED BY THE CITIZEN BROADCASTING COMPANY
ASHEVILLE, N.C.

Flash NO. 1

WWNC is the only Station in Western North Carolina . . . a rich, resort-industrial area of which Asheville is the trade capital.

FULL TIME NBC AFFILIATE
1,000 WATTS 570 KILOCYCLES

STRANGE FACTS ABOUT RADIO

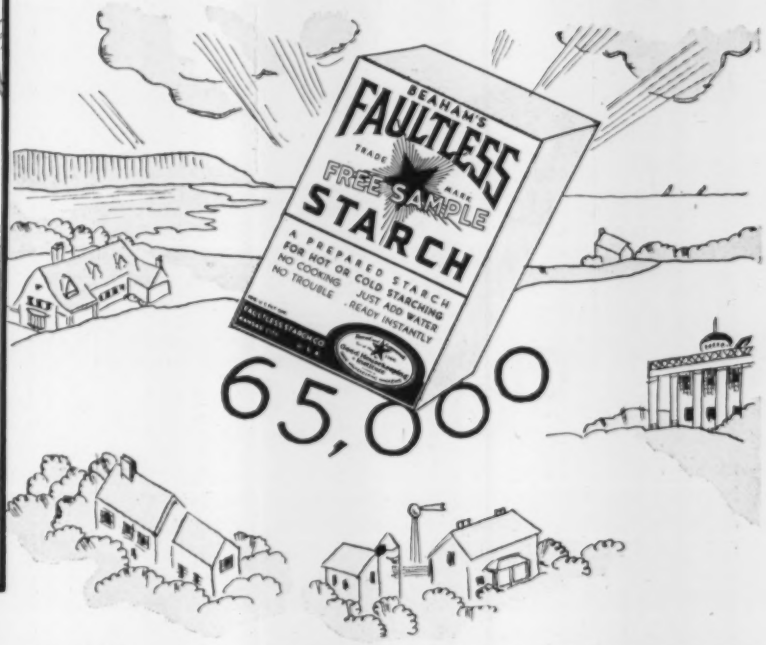
ONLY BROADCAST IN HISTORY FROM INSIDE HERMITAGE

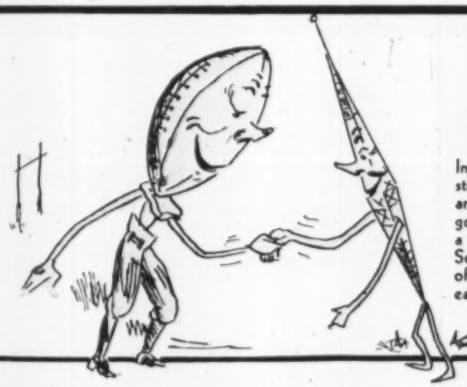
OCCURRED NOV. 17, 1934, WHEN WSM SCOOPED ALL RIVALS AND BROADCAST, FROM *INSIDE* THE HOME OF ANDREW JACKSON, COMPLETE DETAILS OF THE BREAKFAST SERVED PRESIDENT AND MRS. ROOSEVELT BY MEMBERS OF THE LADIES HERMITAGE ASSOCIATION. ANDREW JACKSON'S OWN PIANO AND MUSIC LIBRARY WAS USED.

"DEE-LIGHTFUL!" SAID PRESIDENT ROOSEVELT.

WSM FIELD MEN DISTRIBUTE 65,000 SAMPLES IN MAJOR EXPERIMENT

WSM's unique merchandising system tested as Field Men distribute samples of Faultless Starch! Write for complete details of radio's most unique and effective merchandising system!





WSM-PRESS JURY ANNOUNCES FOOTBALL AWARDS

In cooperation with the Nashville Banner, Atlanta Constitution, New Orleans Item, Birmingham Age Herald, and Knoxville Sentinel, WSM continued its march for good will by broadcasting, on Dec. 11, 1934, the last of a weekly series of programs dedicated to an All-Star Southeastern Conference Team selected by sports editors of the above papers. A handsome scroll was awarded each member of the team.

267 DIFFERENT OCCUPATIONS

IN RESPONSE TO A FREE SAMPLE OFFER FROM ONE HALF-HOUR PROGRAM, 3,300 WSM LISTENERS SENT IN NOT ONLY REQUESTS FOR SAMPLES BUT ALSO THEIR OCCUPATIONS. AUDIENCE ANALYSIS CONDUCTED BY THE AUBREY, MOORE AND WALLACE AGENCY SHOWED 267 DIFFERENT OCCUPATIONS REPRESENTED.

3,000 SHIELD MEN IN 21 STATES TUNE IN ANNUAL NATIONAL LIFE CHRISTMAS PARTY

Asking the indulgence of its thousands of listeners, WSM, on Dec. 23rd, presented for the National Life its 2nd Annual Christmas Party, broadcast to its 3,000 Shield Men in 21 states. Features: Talks by executive officers, awards for service; telephone conversations from managers in distant points. Moral: WSM *reaches out!*

A New Factor in the Movement of Merchandise. 3,000 Field Men in 21 States Pulling for WSM Advertisers

650 Kilocycles NBC Affiliate

WSM

50,000 Watts Cleared Channel

NOT STRANGE IS THE FACT THAT WSM, WITH ITS 50,000 WATTS, CLEARED CHANNEL, AND RADIO'S MOST UNIQUE MERCHANDISING SYSTEM, IS DEFINITELY GOING PLACES WITH AND FOR WSM ADVERTISERS! YOU OUGHT TO KNOW THE WSM STORY. IF YOU DON'T, IT WILL PAY YOU TO WRITE FOR COMPLETE DETAILS TODAY!

EDWARD PETRY & CO., Exclusive National Representatives

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC. NASHVILLE, TENN.

World

Only Latest Developments i

1 WESTERN ELECTRIC WIDE-RANGE RECORDINGS

SINCE the invention of the modern telephone, the engineers and scientists of the Bell Laboratories, a subsidiary of American Telephone and Telegraph Company, have been engaged in the technical development of sound transmission and reproduction. Because of their vast resources for this purpose (unequalled by any other organization in the world) they have made continual and sensational progress. One of the most outstanding recent developments is called *Western Electric Wide Range Vertical Recording*. This revolutionizes the motion picture industry as well as radio broadcasting with electrical transcriptions. This new and latest method, perfected by the leading research laboratories in the world, eliminates all possible objections to the transcription method. It is like a fine camera which brings the object into clear focus with depth, detail and reality. Wide Range Vertical Recording produces a virtually perfect image of the original. All suggestion of background noise vanishes. A life-like recreation of the living voice and original music is the result. Sound Studios of New York, a subsidiary of the World Broadcasting System, is the only licensee for the production of broadcast transcriptions under the patents covering Wide Range Vertical Recording.

2 UP-TO-THE-MINUTE PLANT FOR PROCESSING

THE studios of the World Broadcasting System have been acoustically treated and equipped with the most modern transcribing equipment available in the world today. The processing of masters and pressing of discs is done in a specially designed plant coordinated with the other departments to insure uniformly high quality. Our staff of recording engineers is unsurpassed in the recording art.

3 CASTING AND DIRECTING AND CONTRACTS FOR TALENT

THE services of this staff are available for casting, directing and production of every type of radio show to clients of the World Broadcasting System.

THE preparation of material for production on the air requires fully as great expert knowledge and skill as the preparation of successful productions for the stage. This includes the adaptations of various types of music for broadcasting, the writing of continuities and the proper weaving together of these elements of the program. World offers to its clients the services of its staff trained by years of experience and widely recognized for their creation of some of the best known and outstanding successes in radio.

4 ADAPTATIONS AND CONTINUITIES FOR ALL KINDS OF BROADCASTING

WORLD

50 WEST 57th ST. NEW YORK, N. Y.

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD

offers
in Electrical Transcriptions

5
WORLD PROGRAM SERVICE OVER 100 ASSOCIATED STATIONS

THE World Program Service is nothing short of an inspiration. It can be used in such a way as to enable an advertiser with a very modest appropriation to go on the air with a program as effective and as fine as though his funds were unlimited. Indeed, the World Program Service is extensively used by those whose funds are unlimited because they can purchase no finer material to weave into their programs. This Service consists of a treasury of recordings (Wide Range Vertical) which includes every type of musical production: dance numbers, vocal solos and duets with orchestral accompaniment, quartets, salon music, concert selections, Hawaiian and Marimba music, violin solos and quartets, piano and organ numbers, bands, marches. This material is so arranged that any individual number may be picked out and combined with any other number—thus giving complete freedom in putting together a program. The advertiser has practically unlimited choice of the finest material at a very slight cost. Over 100 stations in all parts of the United States plus stations in Hawaii and Australia are equipped and ready to broadcast programs made in this way on short notice. Moreover the existence of this material makes it possible for an advertiser to combine it as part of any type of individual program. It can be used in the same way an orchestra is used, weaving it in with other features and with continuities, for a one minute show or a one hour show.

7
AUDITIONS AND PRESENTATIONS FOR SALES DEPARTMENTS

BROADCASTING to get results should not be limited to the programs that are put on the air. Usually those programs are part of a campaign and it is desired to dramatize this campaign to dealers and sales departments. World Service offers a way to have auditions in advance of the campaign and members of our staff are prepared to cooperate with advertising agencies and sales departments in the preparation of presentations and sales promotional material.

6
OFF-THE-LINE RECORDING FROM REMOTE STUDIOS

ONE of the most useful services offered by the World Broadcasting System is to record off-the-line programs from remote studios. This enables the advertiser to have a permanent record of his broadcasts for merchandising and for reproduction over additional stations. Advertisers who use the chains, frequently want to extend their broadcasting to additional stations not reached by the chains. This service offers an easy way to do this.

8
INFORMATION AND SERVICE ON THE PLACEMENT OF TIME WHEN DESIRED

BROADCASTING SYSTEM, INC. . . .

World offers full cooperation to advertisers and their agencies.

Other Offices and Recording Studios at
400 W. Madison St., Chicago, Ill., 555 S. Flower St., Los Angeles, Cal.

BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING
and
Broadcast Advertising

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

The Libel Fallacy

OBVIOUSLY erroneous legal precedents, holding stations equally liable with speakers for libels uttered over their facilities, are throwing the broadcasting industry into a state of confusion. The latest opinion—that of Judge Otis in the *March of Time* case in Kansas City—is the worst blow yet, for it places every station in jeopardy every moment that it is on the air.

In the Kansas City case, which involves CBS and Remington-Rand, along with KMBC, the court set up a hypothetical case in which it showed that the element of negligence on the part of the station was completely absent, and that it had no iota of control over the program material broadcast and no way of knowing that a libel was to be uttered. Granting all this, it still held that the station would be jointly responsible for the libel and amenable to damages.

Such a situation should not be permitted to continue. The courts, doubtless due to lack of proper education in radio, seem unable to distinguish between a newspaper and a radio station. It should be obvious that a broadcaster cannot censor like a newspaper editor, who has cold copy before him and a big blue pencil. The operation there is entirely mechanical. The broadcaster may have the advance copy of the speech or continuity, but he can't control the extemporaneous remarks of the speaker. And in the case of a network station, the broadcaster has no contact whatever with the speaker, who is miles away.

The radio, we hear from every side, has become the successor to the public platform. A radio speaker, after a fashion, "rents the hall of the air." Even this is not an accurate analogy, but it is the best we are able to cite. There has never been an instance, so far as we are aware, in which the owner of a hall has been held jointly liable with a speaker who rented the hall for libel the latter may have uttered. If radio is to succeed the public platform, it should be given the same privileges and immunities. It seems just as silly to hold KMBC responsible in the Kansas City case as it would be to hold the owner of the Kansas City Coliseum liable for a speech made by someone on his premises.

There will be an appeal in the *March of Time* case after adjudication in the state court, if that court happens to concur in Judge Otis' ruling. The industry should see to it that an able attorney, capable of arguing the case in the proper light, handles it. Should the judicial course fail, then the matter obviously should be handled in legislative channels.

A Word of Tribute

SEVERAL appointments and promotions of the last fortnight, official and private, are recorded in this issue with a measure of satisfaction to the radio industry. Former Congressman Prall seems to be made of precisely the stuff that a good radio commissioner should have; we welcome him to the FCC broadcast division, and look for real benefits to that body and to radio generally from his long experience as a leader on Capitol Hill. At the same time we regret the departure of Commissioner Gary for other governmental fields. His short tenure in office proved him a good and faithful public servant who grasped the essentials of radio quickly and acquitted himself well.

Judge Ewin L. Davis' promotion to the chairmanship of the Federal Trade Commission is viewed with pleasure not only by radio but by the advertising fraternity in general. He has sometimes been a harsh critic, but always fair, both as a Congressional leader in radio legislation and as a member of the FTC. Finally, we are delighted to record the highly meritorious promotion of Paul W. Kesten to a CBS vice presidency. His sales promotion work and surveys, elsewhere discussed in this issue, have furnished inestimably valuable material not only for CBS but for the radio industry at large.

Cows to Lipstick

THE NEW Tugwell-Copeland Bill is in the Congressional hopper. All things considered, it is far worse than the measure which died at the last session after a terrific bombardment from all of the industries which would have been affected. A month ago, when Secretary Wallace, Prof. Tugwell, Senator Copeland and others threw out hints that the industries, by and large, would favor the new legislation, we suggested that the measure's introduction be awaited before judgment was passed. The cold type gives the answer, and the spontaneous outcry of the industries involved is ample warning of a fight that will be even more sanguinary than that of last year.

Like the former bills, the new measure would place dictatorial powers over the advertising and sale of foods, drugs and cosmetics in the hands of the Secretary of Agriculture. It would impose rigid censorship of the advertising of these commodities. To radio, it appears that enforcement of the bill, as now written, would mean a loss of a substantial portion of the $25,000,000 to $30,000,000 in revenue now derived from these industries, statements of Department of Agriculture officials to the contrary notwithstanding. In a proportionately greater degree the same would happen to other advertising media, including newspapers and magazines.

In these times, when all of the energies of Uncle Sam are supposed to be directed toward the revival of business, it is hard to fathom the logic of such legislation and how it fits into the New Deal campaign. It would duplicate the functions, where advertising is concerned, now vested in the Federal Trade Commission, without repealing the legislative obligations of the latter agency. This new machinery would have to be paid for by the already over-taxed citizen. What it would do to the basic commodity industries involved also is of direct concern, for if these industries are unduly curtailed and restricted, their need for advertising would diminish.

Finally, we are at a loss to understand how the Department of Agriculture fits into this picture anyway. As we recall our history, the Department was created to handle such items as corn and cows and functions associated with the farm. These seem to be a far cry from aspirin, rouge and lipsticks!

The RADIO BOOK SHELF

A VOLUME which contains what is undoubtedly the most comprehensive symposium of radio broadcasting to be published in recent years has just made its appearance. It is a 200-page publication of the Annals of the American Academy of Political and Social Science entitled *Radio: The Fifth Estate* (3457 Walnut St., Philadelphia, $2.50). The work has been edited by Dr. Herman S. Hettinger of the University of Pennsylvania, at present associated with the NAB on special research work.

Topics of particular interest to broadcasters which are treated in the volume include a discussion of the regulation of broadcasting by the Hon. Hampson Gary, chairman of the Broadcast Division of the FCC; a paper on the regulation of radio advertising by the Hon. Ewin L. Davis, chairman of the Federal Trade Commission; presentation of the conflicting views on radio and the press by E. H. Harris and the Hon. C. C. Dill; analysis of radio and public opinion by William Hard; a prediction as to the future of broadcast advertising by Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine and Osborn, Inc.; discussion of probable future of technical and engineering developments by J. C. McNary, technical director of the NAB, and a plea for freedom of the air by Louis G. Caldwell.

Much that is new and provocative will be found in the volume. Mr. Durstine presents 15 cogent suggestions for the improvement of radio advertising, which merit consideration, if they do not meet with complete agreement. Charles F. Gannon, radio director of Erwin, Wasey & Co., Inc., indicates what can be done to improve radio copy.

Mrs. Sidonie Gruenberg, director of the Child Study Association of America, writes that even thrillers may have their logical place in the lives of children. It also is refreshing to see Mrs.

(*Continued on page 50*)

We Pay Our Respects To —

PAUL W. KESTEN

WHEN announcement of his election to a vice-presidency of CBS was made by President William S. Paley, on Jan. 5, Paul W. Kesten probably was devoting his attention to something far removed from radio, the promotion of radio sales, or vice-presidencies. All that his friends need to be told, to guess where he might be, is that Jan. 5 was the day the New York Automobile Show opened in Grand Central Palace. With the tremendous energy and enthusiasm which he brings to any activity in which he is interested, Kesten is a student of fine cars —not merely in the sense that a $2 punter is a student of horses, but with an eye to the most detailed mechanical and engineering developments, which he examines with as critical an eye as a blue-grass breeder looking over some bloodstock.

Yet it would not be true to suggest that the pioneer work done by Kesten's department in surveying the progress of the movement to install radios in all automobiles arises out his spare-time interest in cars. On the contrary, it is attributable to his extraordinary faculty for singling out, from a number of alternatives, those which have the greatest importance from a long range point of view, those which are most dramatic and which lend themselves best to exploitation in the most modern manner.

Born in 1898 in Milwaukee, Wis., the son of George H. Kesten, an optometrist, Paul Kesten attended primary and high schools in his home town until 1916, when he went to the University of Wisconsin at Madison to take a science course. In the Fall of 1917 he left college to enlist as a buck private in the Marines, and was trained in a Wisconsin camp, but was never sent abroad.

At the end of 1918 Kesten was appointed assistant advertising manager of the Gimbel Store in Milwaukee—the parent store of the present group—and his lively imagination and genius for presenting original ideas in a still more original manner, made themselves apparent so quickly that in the following year he was promoted to the advertising managership.

It was shortly after he joined the McJunkin Advertising Co., in Chicago in 1920 that Kesten's latent interest in automobiles was developed to the full, for among the accounts on which he worked were several automotive manufacturers, and as a copy-writer he found it enormously valuable to undertake extensive research into the hidden details of car engines and equipment. With McJunkin he also worked on Pillsbury flour and Pluto Water advertising, and on the accounts of several retail stores, devoting his attention to copy and planning. When he left the agency field in 1922 it was to become vice-president and advertising manager of the Foreman & Clark stores, a clothing chain extending from Chicago to the Pacific coast.

Four years in the Windy City had sufficed to make Kesten restless, so in 1924 he turned East, and kept right on going until he had reached Berlin. In Germany, and in England, Italy and France he studied European ideas and their development. Journeying around the continent, absorbing the background against which each national technique was set off, familiarizing himself with the language, and studying advertising psychology as it affects different kinds of people, kept him occupied for more than two years, and it was not until 1927 that he returned to Foreman & Clark, to stay there until the end of 1928.

In Chicago Kesten had crossed swords with William Lennen, then vice-president and advertising manager of Royal Tailors, the two of them using full-page space in the city's most expensive daily newspapers to fight out their duals. While fighting tooth and nail for the attention of retail customers, Lennen and Kesten developed a wholesome respect for one another, and in 1929 Kesten appeared in New York as a copy man for Lennen & Mitchell, Inc. After about a year and a half, during which he worked on the Remington Rand, Elgin Watch, International Silver and Noiseless Typewriters accounts Kesten took up the position of dir-

(*Continued on page 32*)

PERSONAL NOTES

E. S. MITTENDORF, for more than nine years president and general manager of station WKRC, Cincinnati, has joined station WIND, Gary, Ind., as station manager, succeeding Hank Richards.

WILLIAM S. PALEY, president of CBS, arrived in Hollywood Dec. 28 on a business trip.

CAPT. LEONARD F. PLUGGE, president and governing director of the International Broadcasting Corp., London, with offices in New York, visited Los Angeles over the Christmas holidays en route to Honolulu on his honeymoon.

BOB CUNNINGHAM, formerly of WMT, Waterloo, Iowa, who recently joined the commercial staff of KOIL, Omaha, is acting as production manager for the latter station during the illness of Duane Gaither.

C. M. GARNES, formerly with KOMA, Oklahoma City, has taken over the management of KADA, Ada, Okla.

THOMPSON BARTLETT, formerly of Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, has been named public relations director of WISN, Milwaukee.

J. F. HIDDLESTON, formerly with Tweedy Footwear Corp., and Rice O'Neil Shoe Corp., of Chicago, has joined the commercial staff of KOMO-KJR, Seattle.

W. G. GOODRICH, formerly of KGNF, North Platte, Neb., now is commercial manager of WNAX, Yankton, S. D.

PAUL HEITMEYER, ten years in the northwest radio field as manager of KGW, Portland, Ore., and other stations, on Jan. 1 became promotion manager of KNX, Hollywood. The post was left vacant several weeks ago by the death of John F. Ness.

RAY LEWIS, account executive of the Northern California Broadcasting System, sales department, San Francisco, was married to Miss Grace Costello, on New Year's Eve.

WILLIAM A. PORTER, formerly associated with Ben S. Fisher in radio law practice in Washington, on Jan. 1 joined the law firm of Littlepage & Littlepage, Washington.

GLENN I. TUCKER, former director of public relations of RCA in New York, has opened offices in the Graybar Bldg., New York, entering the publicity and public relations fields.

GUY CORLEY, former of WSGN, Birmingham, has been named manager of WGPC, Albany, Ga., and also participates as a singer in programs. Ed Sims, formerly with WNOX, Knoxville, and other southern stations, has been appointed commercial manager of WGPC.

WILLIAM ELLIS, production manager of WFAA, Dallas, has been placed in charge of production for the "Friendly Builders" of the Texas Lumbermen's Association program heard over WFAA; KPRC, Houston; WOAI, San Antonio; KVOO, Tulsa, Okla., and WKY, Oklahoma City.

Loucks on NAB Trip

TO LAUNCH the organization of state committees in the South, Philip G. Loucks, NAB managing director, left Washington Jan. 4 for a two weeks' trip. His first stop was at Miami, where he attended the annual convention of the International Radio Club. He then planned to visit Louisiana, Tennessee, Kentucky and Alabama before returning to Washington. Late in January he contemplates a similar trip through New England.

BEHIND THE MICROPHONE

ROBERT TROUT, CBS presidential announcer and chief announcer of WJSV, Washington, has been promoted to the headquarters announcing staff of CBS in New York.

CHARLES GODWIN, formerly of WKY, Oklahoma City, has joined the announcing staff of WLW, Cincinnati.

BRAD ROBINSON, of the production department of KMOX, St. Louis, has announced his engagement to Miss Doris Boxrud, of Red Wing, Minn. Their marriage is scheduled for early spring.

WILLIAM FARNUM, formerly of WKBH, La Crosse, Wis., has joined the announcing staff of WTMJ, Milwaukee.

HENRY KLEIN, head of the CBS continuity staff in Chicago, is using crutches since he suffered a fractured right foot.

ELEANOR NYMAN, of the CBS traffic department in Chicago, has announced her engagement to James G. Allen, of New York, associated with Price-Waterhouse, accountants.

FRANCES E. NORTON, of the NBC transcribing department in Chicago, has been named secretary to Theodore Schreyer, assistant manager of the NBC central engineering division. She succeeds Henryta Roehler, who resigned.

GRACE E. MULLEN, continuity writer, actor and announcer, has been named secretary to William E. Drips, NBC Director of Agriculture.

MERRILL TRAPP, formerly with Kramer Krasselt, Inc., Milwaukee agency, and announcer of the Maytag program on NBC, has joined the announcing staff of WISN, Milwaukee. Trapp was married in December.

JAMES MILNE, announcer at WICC, Bridgeport, Conn., was married in December to Miss Florence Walker.

RUSSELL HODGES, formerly of WHBF, Rock Island, Ill., and WCKY, Cincinnati, and Robert Longwell, formerly of WGBF, Evansville, Ind., have joined the announcing staff of WIND, Gary, Ind.

HARRY FLANNERY, former news announcer of WIND, Gary, Ind., has joined the staff of KMOX, St. Louis.

JAY JOHNSON has joined the announcing staff of KFOX, Long Beach, Cal.

DAVID BROEKMAN, staff conductor at KHJ, Los Angeles, soon will publish a symphonic suite called "Manhattan Fairy Tales," a modernistic treatment of fables.

HOWARD NELSON, formerly with KGFK, Moorhead, Minn., succeeds Hugh Aspinwall as announcer at WDAY, Fargo, N. D.

JACK STROCK, for the last three years announcer at KFOX, Long Beach, Cal., resigned Dec. 28.

ART TAYLOR, organist, has joined the announcing staff of KFIM, Beaumont, Tex.

BELLA LINDEN, formerly in charge of record programs for WNAC and WAAB, Boston, was married Jan. 6.

LORRAINE GILMORE, statistician for WFAA, Dallas, was married recently to Jerry Moffett, of Tracy-Locke-Dawson, Inc., Dallas.

ALLEN WANNAMAKER, formerly of WSPA, Spartanburg, S. C., and Bill Bivens, formerly of WFBC, Greenville, S. C., have joined the announcing staff of WJSV, Washington.

IN THE CONTROL ROOM

MAJ. GEN. IRVING J. CARR, chief of the U. S. Army Signal Corps, retired for disability Dec. 31. In line to succeed him is Col. James B. Allison, chief signal officer of the Second Corps Area, stationed at Governor's Island, N. Y.

I. R. BAKER, in charge of broadcast equipment sales for RCA Mfg. Co., Camden, N. J. (RCA Victor Division), is due to return from Florida about Jan. 15. He went to Miami to attend the annual International Radio Party.

FRANK M. KRATSKVIL, formerly with the FCC field office in Detroit, has been transferred to Dallas as FCC inspector-in-charge.

ZALE DILLON, NBC sound technician in Radio City, recently was awarded the Cross of Ferdinand by the Rumanian Government for his work in the World War. Dillon left college to organize the 112th Trench Motor Company in which 17 nationalities were represented, 60 per cent being Rumanians.

EWART PHAIR, of the NBC Sound Effects Department in San Francisco, was married Dec. 30 to Miss Virginia Van Sickle, of Piedmont, Cal. They spent a week's honeymoon in Phair's cottage in the Santa Cruz mountains.

JACK BURRELL, chief engineer, Northern California Broadcasting System, San Francisco, has been reappointed Western representative of the Engineering Committee of the National Association of Broadcasters.

GLENN E. WEBSTER, NBC studio engineer in Chicago, is on leave of absence until March 1.

J. G. BEARD, for the last five years with Westinghouse Electric and Mfg. Co., at Chicopee Falls, Mass., has been named manager of Westinghouse police radio activities, according to Walter C. Evans, manager of the Westinghouse radio division. He has been connected with radio since 1918.

R. C. POWELL, formerly in the broadcast equipment manufacturing field and lately publisher of *The Broadcast Engineer*, has disposed of that publication and is now in the consulting engineering field with offices at 1775 Broadway, New York.

JOHN FENTROSS, of the control room staff of WNAC, Boston, and Miss Frances Clover, of Cambridge, Mass., announced their engagement Christmas. Olin F. Miller, Jr., of the WAAB staff, and Miss Aline Bronson, of Springfield, Mass., also announced their engagement at the same time.

KEN CARLSON and Dick Richard, of the control room of WISN, Milwaukee, were year-end bridegrooms.

H. R. MILLER, former Westinghouse engineer and operator at WBZA, Springfield, Mass., now is with the Anacostia station of the Naval Research Laboratories where he is in charge of designing and testing of ultra high frequency radio equipment. He was with the Navy from 1917 to 1923 and with Westinghouse in various capacities since that time.

GARO RAY, chief engineer of WICC, Bridgeport, Conn., is the father of a baby girl.

COMDR. JOHN Q. WALTON, 65, pioneer radio engineer who retired from the U. S. Coast Guard in 1933, died at his home in Washington Jan. 4. He was stricken with a heart attack.

"The Hell With It!"

Richard Decker in *Life*

Paul W. Kesten

(*Continued from page* 31)

ector of sales promotion at CBS, which he filled for exactly four-and-a-half years.

Though he went to CBS without previous experience in broadcasting, Kesten soon demonstrated his ability to get at the essentials of a new business or a new problem in a phenomenally short time. While he works under terrific pressure, he has a faculty for absorbing information quietly and without attracting attention, and it was not long before he had formulated his estimate of what the business of commercial broadcasting needed most. Then he set to work to fill the gaps.

The large and strikingly effective output of the CBS sales promotion department under his regime in itself is sufficient tribute to the broad sweep of his ideas, and the penetrating self-analysis to which he subjects them. He has been responsible not only for the original planning of promotion efforts, but also for writing the text, designing the books, and laying them out.

Nobody who has read his department's publications can have failed to notice the elasticity of his style, which he adjusts with ease to suit the exigencies of any occasion, or his capacity for presenting with apparent simplicity statistics and facts which are in themselves complex, and not always easy to interpret.

Between four and five years ago there were innumerable questions about radio advertising to which nobody knew the answers. Today there are still such questions, but their number has been greatly reduced, and much credit for this goes to Kesten and the staff which he organized. The work which he has done has been not only a promotion job for CBS, but a promotion job for the radio industry as a whole, benefiting every station in the country by supplying data on station coverage, program coverage, set ownership, frequency of use of radio sets, automobile radios, summer listening habits, audience susceptibility to oral advertising messages, differences in the constitution of the radio audience according to income levels, and the like.

The real story of Kesten's achievements is told in an array of publications, religiously filed and frequently consulted in the offices of networks, stations, agencies and advertising departments throughout the country, each bearing the legend: "This is the Columbia Broadcasting System."

DR. E. F. W. ALEXANDERSON, consulting engineer of General Electric Co., and noted television experimenter, has been elected to the Royal Academy of Science of Sweden.

What more can you ask ?

- **50,000 WATTS**
- **a NATIONALLY CLEARED CHANNEL**
- ***and* the ASSURANCE that YOUR Program will be ASSOCIATED with the CREAM OF CBS entertainment**

that is what you get when you buy—

WHAS

Owned and Operated by
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Why Should You Pay to Cover
VACANT LAND
?

You can cover the 4th largest market in the U. S. and pay only for this Metropolitan coverage.

for proof—write

WJBK
DETROIT

Reach Her and Sell Her Your Products When She is Most Concerned About Using Them

During *Daytime* Hours

It's time to iron...and her iron is old and slow to heat. It's time to wash...and her supply of washing powder is nearly exhausted. Cooking time...what shortenings, baking powders, flour, to replenish empty shelves? Housecleaning to do...and her ancient vacuum cleaner suggests a new one; faded rugs turn her thoughts to shopping for housefurnishings.

What better time for the spot or local broadcaster to tell his story?

To reach and sell this great daytime audience of women in the Chicago area, use either WMAQ or WENR. Prestige stations of the NBC, and assuring excellent coverage, they are particularly well designed to carry your sales messages to this second wealthiest retail buying market in America.

Case histories on file contain factual evidence of WMAQ and WENR selling power. Consult them direct, or through your nearest NBC office.

WMAQ OR **WENR**

5,000 WATTS **50,000 WATTS**

CHICAGO

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Chemical Sponsor

ENOZ CHEMICAL Co., Chicago, will sponsor a series of 13 quarter-hour broadcasts over an NBC-WJZ network plus four supplementary stations in the South, beginning March 14. Advertising the sponsor's moth spray, the program will be called "Woolly the Moth" and will picture the adventures of "Woolly" and his moth friends. To build up interest in the commercial announcements, the moths plead with listeners to pay no attention to the announcer who is trying to spoil their fun. The series is written by Hal Raynor, author of Joe Penner's scripts, and is placed through the McJunkin Advertising Co., Chicago.

THANKS!

from

680 Kc. **WPTF** 5,000 Watts

The Dominant Station in Eastern N. C.

to

103 Local
34 Network and National clients who used our facilities during December

NBC Affiliate — Member NAB

WPTF RADIO CO.
RALEIGH, N. C.

"Better Broadcasting"

MAKING BUYERS OF PROSPECTS

Direct Mail Follow-up an Effective Way to Get the Most From the Broadcasting Dollar

By C. P. MacGREGOR *
President, MacGregor & Sollie, Inc., San Francisco

Mr. MacGregor

IT'S ONLY common sense that an advertiser using radio should tie it up with his direct mail and with every other form his advertising takes. Radio isn't something to be loosely hooked on to an advertising campaign. It's an integral part of it, inseparable from the whole scheme of advertising. From an advertising standpoint, radio need not be dealt with as a separate and distinct medium. It can, and should, carry the same advertising message as newspapers, magazines, out-of-door displays, car cards, and every other medium. But it does offer particular advantages for direct mail tie-up.

I doubt if there is any other form of advertising which makes such a close contact with potential customers as radio. To begin with, it gets into the home. It talks to people and is persuasive, warm and human. It is a living thing. It talks to the whole family at once. It talks to them at a time when they are relaxed and ready to listen. It builds up an interest in itself, creates a following. When a popular radio program goes off the air, radio stations will tell you they receive hundreds, in some cases thousands of letters in protest. I know of no other form of advertising which receives such protest when the campaign stops.

* From an address before a recent round table of the Northern California Direct Advertising Conference and Exhibit, San Francisco.

More Information

NO SHREWD advertiser is going to fail to get the utmost out of such interest. It may be a long way between a radio program and the final sale. But the program supplies an initial impetus that shouldn't be allowed to dissipate itself. It should be cashed in on immediately. You've got your prospect interested. The next move is to capitalize on the prospect's interest by putting directly into his hands more information about what you have to sell. And that means direct mail. The salesman who called on a prospect, got him all steamed up over the prosposition, and then failed to return with more sales material, wouldn't last very long. There are a lot of advertising men making the same mistake with radio.

Most radio programs make a plug for mail. It's gratifying to receive a lot of letters. And letters prove that the program is being heard. But you can't accept letters in payment for merchandise, not even under the EPIC plan. I've heard radio advertisers boast "Our program has a 50% audience." That's a nice accomplishment from a standpoint of showmanship, only I've always been under the impression that radio had something to do with advertising and advertising had something to do with creating sales.

Building a radio program which gets a 50% audience costs money, and the sponsor who stops merely with getting an audience is one of those people who came to sell but remained to pay. The interest in your radio program is the string on which to tie further selling efforts. And while a 50% audience is fine, it means nothing if you don't use the string.

Let's look at it this way: There's one type of advertising that's aimed at the public in general, a sort of barrage, such as out-of-door advertising and car cards; there's another that's more selective—newspaper; and another still more selective—magazines; and finally, direct mail—sent out to a handpicked list still more selective. In none of these instances does the prospect ask for the advertising. In none of these instances does the prospect ask to be sold. But with the right kind of radio program, prospects will ask for information about your product. And think what a mailing list that makes—the names and addresses of people who actually request you to tell them more about what you have to sell.

Where could an advertiser get a more effective list of prospects than one made up by the prospects themselves? Where could he find a more responsive list of prospects than those who have already evinced an interest in his product? Yet how many advertisers have classified radio as general publicity, although it comes closer to personal selling than any other medium.

Wasted Effort

IN MY FORMER position as manager of the Brunswick Company, our home office in Chicago sent us thousands of pieces of printed matter which we were supposed to send to our dealers all over the coast. On making trips over the territory, I would find that more than one half of the material we sent them was never given out, but was thrown in the waste basket. What proportion of mailing pieces, even those going to a hand-picked list, are consigned to the waste basket, I don't know. But I do know that the person who learns about your booklet over the air, and then sits down and writes for it, is going to read that booklet.

For instance, the advertising manager of the Bank of America, told me that with one announcement on their program regarding a folder on personal loans, 40 of their banks wired in that the material had not arrived, and within a comparatively short time 50,000 people wrote in asking for this circular and wanting to know more about their business. This increased their personal loan business 100 per cent.

The Public Food Stores recently broadcast some six announcements on KPO, San Francisco, stating that they would give a little calendar bearing the picture of Cecil and Sally to everyone making purchases at their stores. More than 100,000 persons took the time to write in and ask for this piece.

Hal Deal, Associated Oil Company executive, informs me they announced they would give away at their stations books of college songs and more than 300,000 requests for these have been made to date. Associated Oil has also given away more than half a million football charts during the past season.

The Point of Contact

RADIO is an action media by which the radio listeners will become interested in your direct-by-mail piece whether there is a hook to it or not. As you know, many advertisers have stated they will give this or that gadget provided the listener will not only write for it, but will make a purchase before they get this direct-by-mail piece. E. E. Sylvestre, president of Westco Advertising Agency, San Francisco, states that on one survey he asked the question: "Are you an old user or a new user of Sperry Flour?" While it is expected that most of them would say they were old users, 50 per cent of the entire list stated they were new users, new prospects and therefore new people.

We hear a great deal in the radio business of surveys and the big hub and cry is that we cannot prove definitely by any ABC method just where our listeners are and I have found direct-by-mail is in exactly the same category. When a manufacturer sends out literature he

In Nashville
RETAILING GOES WLAC

•

Ninety percent of the Retail Advertisers of Nashville now on the air are using WLAC.

This heavy local preference held good for the entire year of 1934, and business already booked by this station for 1935 strongly indicates a repetition of this leadership for the coming year.

To advertisers in the Nashville trading area, WLAC offers an outstanding "buy," delivering intensive coverage of this market at lowest cost.

J. T. WARD
Vice-President

National Representatives
Radio Sales, Inc.
Paul H. Raymer & Co.

WLAC 5,000 watts

NASHVILLE, TENNESSEE

"In the Heart of the Tennessee Valley"

MEMBER STATION COLUMBIA BROADCASTING SYSTEM

WORLD BROADCASTING SYSTEM PROGRAM SERVICE

hasn't the slightest idea where it is going, but in the case of radio he has a list that says definitely "I am interested in reading your piece of advertising," and the people have either taken the time to write or have gone to the actual point of contact for this literature. In the case where they go into the store, you not only have them interested, but at the point of sale. What more can you expect of advertising?

As a source of prospects, radio is a veritable gold mine—most effectively tapped by direct mail, which enables the advertiser to take immediate advantage of the interest his radio program has built. It is economical. There is no waste circulation. Every person writing in for direct mail material is a live prospect. It is flexible. It allows the sponsor to concentrate his advertising in the areas reached by his broadcast. It is inexpensive and adaptable to an advertising budget of almost any size. And it supplements radio's appeal to the ear with visual advertising.

Most For the Money

A GREAT DEAL of time and attention are given in the building of radio shows to the purely entertainment side. This is proper. It is the type and quality of entertainment that pull an audience. But I have a feeling that in endeavoring to provide outstanding entertainment, radio advertisers are overlooking somewhat the basic reason for their going on the air, are forgetting that the expenditures for talent have to come back, with a profit, in the form of sales.

I believe too many radio productions are built around a famous artist, or group of artists, when they should be built around an idea for selling goods. I would hazard the guess that the first question a sponsor asks is: "What kind of show are we going to put on?" He should be considering the question: "How are we going to get fullest advantage from our broadcasting?"

Equal Rights Asked

AMONG eight legislative proposals submitted to President Roosevelt on Dec. 31 by the American Civil Liberties Union was one relating to radio and urging that equal facilities over stations be given advocates and opponents of any public issue. Administration support was this and the other proposals was asked. The radio proposal reads: "We urge upon you the principle of providing equal facilities of all radio stations for the advocates and opponents of any public issue in precisely the same way as candidates for public office are now permitted to have equal access to these facilities."

Davis FTC Chairman

EWIN L. DAVIS, former radio leader in the House and co-author of the Radio Act of 1927, on Jan. 1 assumed the chairmanship of the Federal Trade Commission under the annual rotation system observed by that agency. A member of the FTC since the outset of the Roosevelt administration, Judge Davis has paid considerable attention to its survey of radio advertising continuities designed to eliminate obviously false and misleading matter.

Code Price Filing Removal Opposed

Is Heart of Code, Baldwin Tells Hearing of NIRA

REMOVAL of the so-called "open price filing" provision of the broadcasting code, under which all stations are required to file rates 15 days in advance of their enforcement, will take "the heart out of our code," James W. Baldwin, executive officer of the broadcasting industry Code Authority declares in a statement prepared for presentation to the National Industrial Recovery Board at the price-fixing hearings convened Jan. 10 by the NRA board to determine whether such provisions should be removed from codes, a move apparently favored by NRA.

The rate provision in the broadcasting code, Mr. Baldwin explained, means that each broadcaster is permitted to fix any rate to allow any discount, and to pay any commission he chooses. He can also change any part or all of his rate structure, the only requirements being that he must publish them, file them with the Code Authority and adhere to them. Fifteen days' notice, however, must be given before any changes can be made effective.

Results of Experience

EXPERIENCE of more than a year has proved that the provision for open price filing with the 15-day waiting period "is by far the most important provision of our code," Mr. Baldwin asserted. He added that this had destroyed the old practice of secret prices, secret commissions and secret rebates; served as a protection to at least certain members of the industry against so-called "hard" or "powerful" buyer and stiffened their backs and helped them reject the genuine chisler; afforded all buyers equal opportunities; displaced hasty and ill considered decisions with sound judgment; stabilized prices, and through increased stability has made it possible for the industry to meet increased costs of operation resulting from the wages and hours provisions of the code.

"We have heard much about monopolies," Mr. Baldwin asserted. "I believe that the greatest danger of monopoly in the radio broadcasting industry lies in the possible promulgation of governmental regulations which set standards, the level of which greatly restricts either the number or the class of persons who can qualify as the licensee of a station. This result may be obtained by a regulation which either directs that certain things be done or by its nature permits certain things to be done. And, I believe that the removal of the provision in our code for open price filing with a waiting period and the retention of the present wages and hours provisions would amount to such a regulation because you would thereby aid the financially strong to the injury of those who must meet expenses out of current income."

Mr. Baldwin declared that the provision in point has not been injurious to the consumer. After recounting the development of the broadcasting industry before and after the code, he concluded:

"Mr. Chairman, such has been our experience with open price filing and waiting period. Remove it and you will have taken the heart out of our code. Remove it and you will have taken from the radio broadcasting industry all there is in it to promote stability of price and to promote the general welfare of its employes. Remove it and you will, in effect, take from us that which earlier was promised us in return for existing labor provisions. Consequently, if this provision is removed we must and do ask that the labor provisions be removed at the same time. It is our hope that you shall not disturb it.

300 Get Ford Discs

ABOUT 300 stations were used by Ford Motor Co., through N. W. Ayer & Son, to introduce the 1935 Ford V-8, the agency spotting three 15-minute WBS transcriptions for one of the most complete radio coverage campaigns in history. The programs were recordings of the Fred Waring shows taken off the wires of CBS. They were broadcast under the auspices of local Ford dealers, being ordered by the Ford plant at Dearborn and then assigned to local dealers to arrange for appropriate local time placements.

Aids Charity Drive

SKELLY OIL Co., Kansas City, boosted the Kansas City charity drive recently, with Jimmie Allen radiogramming a $25 contribution to the "Jimmie Allen Charity Fund" which he organized. Envelopes were spotted at Skelly stations, with badges for contributors, and radio fans were invited to get the envelopes and send in their contributions.

★★★ and MORE than 2/3 OF THE MISSISSIPPI MARKET is CONCENTRATED IN THE W.J.D.X. GOOD SERVICE area

WJDX

The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

The 7:15 Morning Express Gets The Listeners

Courtesy Pennsylvania R. R.

Dot Devlin, fireman, and Alan Trench, engineer—WCAE announcers—getting actual railroad experience

To reach all of Greater Pittsburgh—when the family is together—place your messages aboard the 7:45, a program full of sparkling variety.

The Morning Express entertains Pittsburgh, Monday through Saturday, 7:45 to 8:30 A.M.; the time every five minutes, weather and temperature reports every 15 minutes and popular music throughout have made this program Pittsburgh's favorite.

No extra fare—regular rates prevail

WCAE

PITTSBURGH, PENNA.

1220 Kcs. 1000 Watts

BASIC RED NETWORK

GAZING INTO THE NEW YEAR

Shorter Commercial Announcements, Longer Shows and Successful Third Network Foreseen

By L. B. WILSON
President and General Manager WCKY, Cincinnati

Mr. Wilson

RADIO IN 1935—what will it bring? For one thing, in my opinion, shorter commercial announcements, delivering the advertiser's message with a minimum of words; announcements designed to interest the listener in the product and not tire him out with extravagant statements.

For another thing, increased prices on spot announcements. This will tend to bring the sponsor to see the desirability of going to programs, instead of trading on the popularity of other programs, sponsored or unsponsored, adjacent to the spot paid for. I am sure that 1935 will see the general average of programs upped in point of quality and audience appeal. The new shows slated for the first few weeks of the new year on the networks point definitely to that.

The third network, ABS, should be a great success in 1935. Unlike the ill-fated Amalgamated, ABS finds times more favorable. It also has an excellent management, with experienced broadcasters in charge, ample financial backing, and conservative, sound policies.

Better Stations

I BELIEVE we shall see in 1935 the begining of a gradual elimination of inferior stations. Those stations which for various reasons do not serve the listening public, which has become educated to quality programs and quality transmission, will in time to come eliminate themselves. The A-1 stations will become more firmly established and will add better equipment. The station with poor programs and an inability to be heard clearly will lose its audience, and consequently its life blood, advertising revenue.

The next 12 to 24 months, unless I am badly mistaken, will also bring a renaissance of the legitimate theater, with the aid of radio. Up to this time radio entertainment has been largely of the vaudeville type—quarter hour and half hour acts. Soon, I think, it will develop into the "legitimate" type of entertainment, with longer and fewer evening shows.

In other words, we probably shall be hearing sponsored radio shows lasting 90 minutes or more, with possibly 15 or 30 minute sustaining "intermissions" between the big presentations of the evening. It would not surprise me to see big sponsors buying entire evenings on the networks, instead of splitting up their time over five or six days of the week.

Improved Announcing

IN 1935, I believe, we will see the stilted type of announcing on the wane, with the more personal and convincing style in universal demand.

Radio also will concentrate on the things that are vital to the American public. I look for an expansion of news broadcasting and enlargement of a public information service. For example, I should not be surprised to see a daily weather broadcast from perhaps a score of cities in every part of the nation. This would give concise, up-to-the-minute weather reports and forecasts direct from the weather bureaus, one city following the other in rapid succession.

Looking forward to the coming year and gazing back at 1934, let me say that I believe the National Broadcasting Company has done and is continuing to do more to develop radio entertainment and public service than any other institution in the world.

$1,000,000 - a - year business

developed by use of

Spot Radio Advertising in NEBRASKA

A new store in a Nebraska town used radio announcements daily. In less than a year's time they had built a $1,000,000 business—and they give radio much of the credit.

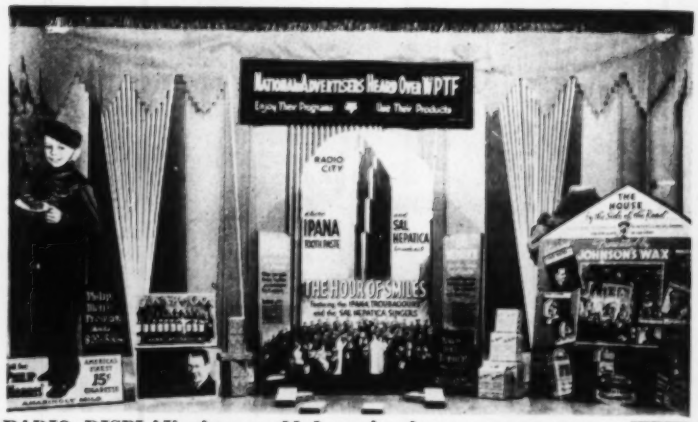
Another advertiser used a single announcement—and as a result, the city's phone exchange was tied up for over an hour with calls!

Spot radio advertising in Nebraska IS producing exceptional results. We can give you plenty of evidence. Nebraska is in better shape—and is spending more heavily than in 4 years. Farm buying power, alone, is over $300,000,000 this year.

Get your share through spot radio advertising. Have us give you the facts. Address association office or any of the individual stations shown below for rates.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr. and Co. Bluffs, Ia.	KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr.	WJAG Norfolk, Nebr.	KGBZ York, Nebr.
KMMJ Clay Center, Nebr.	KGKY Scottsbluff, Nebr.	KGNF North Platte, Nebr.



RADIO DISPLAY—As an added service for program sponsors, WPTF, Raleigh, has installed a large display window, adjacent to its studios, which it makes available to national advertisers without cost for display of products advertised.

Edward J. Powell

EDWARD J. POWELL, 31, announcer of WOR, Newark, and regarded by WOR executives as one of the station's most brilliant production men and announcers, died Dec. 26 at the Rockefeller Institute, of acute uremic poisoning, following an illness of six weeks. Upon his graduation from Yale where he became interested in the theater as a pupil in Dr. Baker's Workshop, Powell came to New York and entered theatrical activities appearing in "Zeppelin," "Ladies of the Jury," "The Family Blues" and as stage manager for Mrs. Minnie Maddern Fisk on her last road tour. When he returned to New York he entered radio as an announcer with WMCA, and came to WOR three and one-half years ago. Raymond Knight and Dr. John S. Young of NBC were classmates of Powell at Yale. Surviving are his mother, Mrs. Edward Damron, and a sister, Charlotte Damron, who reside in Columbus, O.

Congoin Program Held Within Code

CONGOIN Co., Los Angeles (health beverage), will embark on its 1935 transcription campaign over 126 stations with fifteen-minute recordings made at the Freeman Lang studios. This was the announcement made Dec. 31 by Ralph Lockwood. Lockwood-Shackelford Co., Los Angeles, agency handling the account.

Activities of the Congoin Co. had been under investigation by the Code Authority, from whose office a preliminary statement inferred that the sponsor's activities in dealing with stations violated the code.

"The code authority in Washington misinterpreted our arrangement," said Mr. Lockwood. "Before undertaking the radio campaign, we received word from the local code authority that the carrying out of the plans would entail no violation of any code. However, code authorities in Washington hastily read some data on the situation and misinterpreted the affair. But we now have been informed by the code authority that there is no violation of any code, and we shall continue the campaign as previously outlined."

Enlarged Yankee Network Planned by Mr. Shepard

JOHN SHEPARD, 3rd, president of the Yankee network and head of the Shepard Stores in Boston and Providence, has resigned the latter post to devote his full time to radio, according to advices received Jan. 10.

It is understood that Mr. Shepard, who also is chairman of the Code Authority for the broadcasting industry, has in mind material expansion of his New England network, which now serves as the New England unit of CBS. He has had conversations regarding acquisition of a New York station and one in Philadelphia, and also has been considering an affiliation with the Mutual Broadcasting System, comprising WOR, WLW, WGN and WXYZ. In addition, applications for new local stations in Worcester and Hartford now pending before the FCC, are supported by Mr. Shepard.

Stations Held Liable

(Continued from page 8)

KMBC at Kansas City. "I assume his good reputation; I assume that nothing in any former performance by him should put the owner of the station on inquiry; I assume even that he has submitted a manuscript and that nothing in it is questionable; I assume a sudden utterance by him of defamatory words, not included in the manuscript, an utterance so quickly made as to render impossible its prevention; I assume, in short, a complete absence of the slightest negligence on the part of the owner of the station. With those assumptions is the owner of KMBC liable to one of whom the primary offender has falsely spoken as an ex-convict who has served time in a penitentiary?

"The conclusion seems inescapable that the owner of the station is liable. It is he who broadcasted the defamation. He took the utterance of the speaker which came to him in the form of pulsations in the air. Those waves of air he changed into electrical impulses. Them he threw out upon the ether knowing they would be caught up by thousands and changed again into sound waves and into a human voice. He intended to do these things. But for what he has done the victim of the defamation never would have been hurt.

"I conceive there is a close analogy between such a situation and the publication in a newspaper of a libel under circumstances exonerating the publisher of all negligence. The latter prints the libel on paper and broadcasts it to the reading world. The owner of the radio station 'prints' the libel on a different medium just as widely or even more widely 'read.' In the case of the newspaper publisher absence of negligence is no defense. Peck *v.* Tribune Company, 214 U. S. 185, 189. Yet he is not helpless. He knows that without any fault of him or of any of his employees some one some time surreptiously may insert in his paper some line of libel. He takes that risk. He can insure himself against resulting loss through the subscription and advertising rates he charges or otherwise. The owner of a broadcasting station knows that some time some one may misuse his station to libel another. He takes that risk. He too can insure himself against resulting loss.

"Learned counsel for non-resident defendants contends with earnestness and with subtle and finely reasoned argument that a more precise analogy is that between the station here and that of a telephone company which, without negligence, carries over its wire words of defamation to some listener. The telephone company would not be liable, says counsel, citing, however, no decision to that effect. There are decisions holding telegraph companies not liable for libel in the absence of negligence. In a certain sense the telephone company does take a libelous message given it in the form of spoken words, changes it into electrical impulses, and sends it out over its wire.

"So far the analogy with what is done by the operator of a broadcasting station is good. But the analogy does not persist. The telephone company, assuming the absence of negligence, but carries a message (in a sealed envelope, as it were) from the sender to a single person. The operator of the broadcasting station publishes the message to the world. If this distinction is a practical one rather than theoretical it is nevertheless a most significant distinction and quite enough to support an entirely different measure of responsibility.

"The case here certainly is not like that in which one only provides another with an instrumentality which that other, all unsuspected by him who furnished it, uses to inflict injury. Here the instrumentality is operated by the owner for another who has hired him to operate it.

"2. Naturally there is a paucity of precedents to which we may look for guidance. The only decisions in point are by the Supreme Court of Nebraska in Sorenson *v.* Wood, 243 N. W. 82, and by the Supreme Court of Washington in Miles *v.* Wasmer, Inc., 20 P. (2d) 847. The rulings in those cases are in accord with the views expressed in this opinion. While those cases might perhaps have been decided on the ground of negligence they were decided on the ground of absolute liability for the broadcasting of defamation.

"The conclusion is that upon the facts the plaintiff has a cause of action against the resident defendant and has stated that cause of action.

"ORDER—Plaintiff's motion to remand, having been duly considered by the Court, and the Court being fully advised in the premises, is by the Court sustained. It Is So Ordered."

Pulitzer Speakers

TWO WINNERS of Pulitzer prizes are members of the "editorial staff" of KOIL, Omaha. As part of its news service, KOIL has on the air once a week a talk by E. P. Chase, editor of the *Atlantic* (Iowa) *News-Telegraph*, commenting on the activities of the Iowa assembly, and a talk by Charles S. Ryckman, editor of the *Freemont* (Neb.) *Tribune*, who comments on Nebraska legislative news. Both have won Pulitzer prizes.

New Soviet Tube

THE radiophone factory "Komintern" of Leningrad has developed a demountable regenerative tube of 300 kw power destined for high-power Soviet stations, according to a report of the USSR Commissariat of Postal and Electrical Communications, Moscow. The advantage claimed for these lamps is their "perpetuity," for they are said to be capable of operating 15 to 20 years, requiring only replacement of certain parts. The tubes, which cost little more than glass tubes, have been made entirely of Soviet materials, according to Prof. Minz and the engineer, Aganov.

Full Coverage of . . .

One of the Nation's Three

BEST

*Test Markets!

THE DALLAS NEWS — WFAA — THE DALLAS JOURNAL

. . . and the Population of Dallas is ONLY 1-14th of that in Our PRIMARY Area!

WFAA 50,000 W 800 K.C. DALLAS

Represented Nationally by

EDWARD PETRY & CO., Inc.

*Sales Management —Ross Federal Survey

WFAA 50,000 W 800 K.C. DALLAS

Affiliated with NBC—Member, Texas Quality Group

Results In Southeast Texas And In Southwest Louisiana

September 18, 1934.

Mr. J. M. Gilliam, President,
Sabine Broadcasting Co., Inc.,
Beaumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932, at $60.00 per month. Later we increased it to about $225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately $400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,

JOSEY-MILLER COMPANY, INC.

Treas. & Gen. Mgr.

WHC:D

The pulling power of a radio station is contingent upon aggressive management and vision, the same as in any other business.

KFDM

BEAUMONT, TEXAS

Representatives:

RADIO PUBLICITY, Inc., Chicago, Ill.
WALTER BIDDICK CO., Los Angeles

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Partola Products Co., Chicago (remedies), 3 weekly *t*, thru Frankel-Rose Co., Chicago.

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sa*, thru Henri Hurst & McDonald, Inc., Chicago.

Fasteeth, Inc., Binghamton, N. Y. (denture powder), 3 weekly *sa*, thru Wylie B. Jones Advertising Agency, Inc., Binghamton.

Standard Oil Co., of New Jersey, New York (oil products), 2 *sp*, thru McCann-Erickson, Inc., N. Y.

Philadelphia Dairy Products Co., Inc., Philadelphia (Dolly Madison ice cream), weekly *sp*, thru Scheck Advertising Agency, Inc., Newark.

Borden's Farm Products Co., Inc., New York (foods), weekly *sp*, thru McCann-Erickson, Inc., N. Y.

WHP, Harrisburg, Pa.

Piso Co., Warren, Pa. (Piso's remedy), 6 weekly *ta*, thru Watson Advertising Agency, Chicago.

Scott & Bowne, Inc., Elmira, N. Y. (Scott's Emulsion), 2 weekly *ta*, thru Marschalk & Pratt, Inc., N. Y.

Richfield Oil Corp., of New York, 5 weekly *t*, thru Fletcher & Ellis, Inc., N. Y.

Interwoven Stocking Co., New Brunswick, N. J., weekly *sp*, thru Jules B. Holub Agency, N. Y.

WNAX, Yankton, S. D.

North Western Public Service Co., Huron, S. D., 6 weekly *sp*, direct.

Zerbst Pharmacal Co., St. Joseph, Mo. (remedies), 6 weekly *sa*, thru Barrons Advertising Co., Kansas City.

North Western Fuel Co., St. Paul, (Chemacol), *ta*, thru Critchfield-Graves Co., Minneapolis.

McCleary Sanitarium, Excelsior Springs, Mo., 2 weekly *t*, thru R. J. Potts Co., Kansas City.

WBAL, Baltimore

Piso Co., Warren, Pa. (remedies), 6 weekly *t*, thru Watson Advertising Agency, Chicago.

Drezma, Inc., New York (cosmetics), 4 weekly *t*, thru Small, Kleppner & Seiffer, Inc., N. Y.

Conti Products Corp., New York (cosmetics), 2 weekly *t*, thru Henry S. Howland, Inc., N. Y.

WNAC, Boston

Cal-Aspirin Co., Chicago (remedy), weekly *sp*, thru McCord Co., Minneapolis.

Reid, Murdoch & Co., Chicago (Monarch food), 4 daily *sa*, thru Philip O. Palmer & Co., Chicago.

WEAN, Providence, R. I.

Best Foods, Inc., New York (Nucoa margerine), 3 weekly *t*, thru Benton & Bowles, N. Y.

Louis K. Liggett Co., New York (Rexall stores), 3 weekly *t*, thru Street & Finney, Inc., N. Y.

WKRC, Cincinnati

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co., N. Y.

KWKH, Shreveport, La.

La Gerardine, Inc., New York (hair lotion), 4 weekly *t*, thru H. E. Lessan Advertising Agency, N. Y.

Lur-Eye Products, Inc., New York (eye lotion), 4 weekly *t*, thru World Broadcasting System, N. Y.

Remsen Corp., New York (Aspirin-Plus), 4 weekly *t*, thru World Broadcasting System.

French Lick Springs Hotel Co., Ind. (Pluto water), 4 weekly *t*, thru H. W. Kastor & Sons Co., Inc., Chicago.

Miniwater Inc., Dallas (mineral crystals), 6 weekly *sp*, direct.

Curtiss Candy Co., Chicago (Baby Ruth), daily *sa*, thru McJunkin Advertising Co., Chicago.

Wheeling Corrugating Co., Wheeling, W. Va. (steel), 3 weekly *sa*, thru Critchfield & Co., Chicago.

Fred Fear & Co., Brooklyn (salad & dyes), weekly *sa*, thru Menken Advertising, Inc., N. Y.

KDYL, Salt Lake City

Studebaker Sales Corp., of America, South Bend, Ind. (autos), 6 weekly *sa*, thru Roche, Williams & Cunnyngham, Inc., Chicago.

Chrysler Sales Corp., Detroit (Dodge autos), 8 *ta*, thru Ruthrauff & Ryan, Inc., N. Y.

WICC, Bridgeport, Conn.

Carter Medicine Co., New York (pills), 3 weekly *ta*, thru Street & Finney, Inc., N. Y.

Johnson Educator Food Co., Cambridge, Mass. (crackers), daily *sp*, thru John W. Queen, Boston.

WTMJ, Milwaukee

Kaempfer's, Chicago (bird food), 2 weekly *sp*, thru C. Wendel Muench & Co., Chicago.

WGN, Chicago

Chocolate Products Co., Chicago (syrups), 9 *sp*, thru J. L. Sugden Advertising Co., Chicago.

Numismatic Company, Forth Worth, Texas (old coins), 13 *sp*, thru Guenther-Bradford & Co., Chicago.

Durkee Famous Foods, Inc., Chicago (food products), 156 *sp*, thru C. Wendel Muench Co., Chicago.

WBBM, Chicago

Rit Products Corp., Chicago (Koolox shaving cream), 8 *sp*, thru Earle Ludgin, Inc., Chicago.

Hollywood Mask Corp., Chicago (beauty preparation), 156 *sp*, thru Schwimmer & Scott, Chicago.

WLS, Chicago

Rap-In-Wax Co., St. Paul (waxed paper), 39 *sa*, thru Erwin, Wasey & Co., Minneapolis.

WDAY, Fargo, N. D.

Nacor Medicine Co., Indianapolis (remedies), weekly *sp*, thru Neisser Meyerhoff, Inc., Chicago.

Truax-Traer Lignite Coal Co., Minor, N. D., 2 sports events, direct.

Northwest Airlines, Inc., St. Paul, daily *sa*, direct.

WMAQ, Chicago

Illinois Central Railway System, Chicago (southern tours), 4 *sp*, thru Caples Co., Chicago.

WBZ-WBZA, Boston

Reid, Murdoch & Co., Chicago (Monarch foods), daily *sa*, thru Philip O. Palmer & Co., Inc., Chicago.

NETWORK ACCOUNTS

[All times EST unless indicated]

PEPSODENT Co., Chicago (toothpaste & antiseptic) on Jan. 1 renewed "Amos 'n' Andy" on 38 NBC split network stations, Mondays thru Fridays, 7-7:15 p.m. and 11-11:15 p.m. Agency: Lord & Thomas, Chicago.

CITIES SERVICE Co., New York (petroleum products, power and gas) on Jan. 4 renewed concert and 30 NBC-WEAF stations, Fridays, 8-9 p.m. Agency: Lord & Thomas, N. Y.

GOLD DUST Corp., New York (soap powders) on Dec. 31 renewed "The O'Neills" on 14 CBS stations, Mondays, Wednesdays, Fridays, 7:30-7:45 p.m. Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Jan. 1 renewed "Lady Esther Serenade" on 36 NBC-WEAF stations, Tuesdays, 8:30-9 p.m. Agency: Stack-Goble Advertising Agency, Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfied cigarettes) on Jan. 7 renewed Andre Kostelanetz orchestra and chorus on 80 CBS stations, Mondays, Wednesdays, Saturdays, 9-9:30 p.m. Agency: Newell-Emmett Co., Inc., N. Y.

WASEY PRODUCTS, Inc., New York (Barbasol) on Jan. 4 started "Singin' Sam" on Mutual network, Fridays, 9:45-10 p.m. Agency: Erwin, Wasey & Co., N. Y.

SCHOLL MFG. Co., Chicago (foot appliances) on Jan. 15 starts "Arthur Tracy the Street Singer" on Mutual network plus WXYZ, Tuesdays, Thursdays, Saturdays, 7:30-7:45 p.m. Agency: Donahue & Coe, N. Y.

THOMAS J. LIPTON, Inc., Hoboken, N. J., (tea), on Jan. 7, renewed participation in "Blue Monday Jamboree," variety show with Harrison Holliway, master of ceremonies, on 13 Don Lee-CBS stations, keyed from KFRC, San Francisco, 9 p.m. PST. Agency: Frank Presby Co., N. Y.

Map of the Nation's Business as of Jan. 1, 1935

Courtesy of Nation's Business

WANDER Co., Chicago (Ovaltine) on Jan. 1 renewed "Little Orphan Annie" on 31 NBC-WJZ stations Mondays thru Fridays, 5:45-6 p.m. and 6:45-7 p.m. Agency: Blackett-Sample-Hummert, Inc., Chicago.

GENERAL MOTORS Corp., Detroit (automobiles) on Jan. 6 renewed "General Motors Concert" on 18 NBC-WJZ stations, Sundays, 8-9 p.m. Agency: Campbell Ewald Co., Detroit.

COLGATE PALMOLIVE PEET Co., Jersey City (Colgate dental cream) on Jan. 7 renewed "Colgate House Party" on 54 NBC-WEAF stations, Mondays, 9:30-10 p.m. Agency: Benton & Bowles, Inc., N. Y.

COLGATE PALMOLIVE PEET Co., Jersey City (Supersuds)on Jan 1 renewed "Clara Lu 'n' Em" on 39 NBC-WEAF stations, Mondays thru Fridays, 10:15-10:30 p.m. Agency: Benton & Bowles, Inc., N. Y.

COLGATE POLMOLIVE PEET Co., Jersey City (Palmolive soap) on Jan. 1 renewed "Palmolive Beauty Box Theatre" on 59 NBC-WEAF stations, Tuesday, 10-11 p.m. Agency: Benton & Bowles, Inc., N. Y.

BENJAMIN MOORE & Co., New York (paint) on Jan. 23 renews "Betty Moore" on 24 CBS stations, Wednesday, 11:30-11:45 a.m. Placed direct.

FRIGIDAIRE Corp., Dayton, O. (refrigerators, air conditioning) on Feb. 13 starts Jack Pearl and Cliff Hall on coast-to-coast network, Wednesdays, 10-10:30 p.m. Agency: Geyer Co., Dayton.

STEWART-WARNER Corp., Chicago (radio receivers, auto accessories, etc.) on Feb. 19 starts "Captain Dobbsies Ship of Joy" on 50 CBS-Don Lee stations, Tuesdays and Thursdays, 10:30-10:45 p.m. Agency: Blackett-Sample-Hummert, Inc., Chicago.

MONTGOMERY WARD & Co., Chicago on Jan. 13 started "Immortal Dramas" on coast-to-coast NBC-WEAF network, keyed from Chicago, Sundays, 2-2:30 p.m. Agency: Lord & Thomas, Chicago.

BRILLO MFG. Co., Inc., Brooklyn (household cleanser) on Jan. 13 started "Brillo Melody Cavaliers" on 25 CBS stations, Sundays, 12:30-12:45 p.m.

GENERAL FOODS Corp., New York, on Jan. 11 started "Kitchen Party" on 38 NBC-WEAF stations, Fridays, 2:30-3 p.m. Agency: Benton & Bowles, Inc., N. Y.

RIESER CO., New York (cosmetics) on Jan. 13 started "Jack and Loretta" over 20 NBC-WEAF stations, Sundays, 11:15-11:30 a.m. Agency: Donahue & Coe, N. Y.

NBC CHANGES: Real Silk Hosiery Mills on Jan. 6 added 19 stations to WJZ network; Proctor & Gamble Co., on Jan. 7 shifted "Home Sweet Home" on WJZ network to 1:45-2 p.m. for WJZ only, others at 2.30-2:45 p.m., Mondays thru Fridays; G. Washington Coffee Refining Co., on Jan. 6 shifted "Adventures of Sherlock Holmes" to 9:45-10 p.m. Sundays; Proctor & Gamble Co., on Dec. 31 shifted "Ma Perkins" to 3:15-3:30 p.m.; Proctor & Gamble Co., on Dec. 31 shifted "Dreams Come True" to 3:30-3:45 p.m. Mondays, Wednesday, Thursdays; Proctor & Gamble Co., on Dec. 31 shifted "Vic & Sade" to 3-3:15 p.m. Mondays thru Fridays; Proctor & Gamble Co., on Jan. 1 shifted "Song of the City" to 3:45-4 p.m., Tuesdays thru Thursdays; J. A. Folger & Co., on Jan. 9 shifted "Judy & Jane" to 3:15-3:30 p.m., Mondays thru Fridays.

SWIFT & Co., Chicago (meat products), on Feb. 10 starts "Swift Garden Program" on 20 NBC-WEAF stations, Sundays, 2:30-3 p.m. Agency: J. Walter Thompson Co., Chicago.

KELLOGG Co., Battle Creek, Mich. (food), on Jan. 24 starts "Kellogg College Prom" on 18 NBC-WJZ stations, Thursdays, 7:45-8:15 p.m. Agency:, N. W. Ayer & Son, Inc. Philadelphia.

FORHANS Co., New York (toothpaste) on Jan. 21 starts "Stories of the Black Chamber" on 21 NBC-WEAF stations, Mondays, Wednesdays, Fridays, 7:15-7:30 p.m. Agency: McCann-Erickson Inc., N. Y.

M. J. BREITENBACH Co., New York (Pepto Mangan) on Jan. 8 started "Woman's Magazine of the Air" on 5 NBC-KPO stations, Tuesdays, 10:50-11:10 a.m. Agency: McCann-Erickson, Inc., N. Y.

GENERAL ELECTRIC Co., New York, on Jan. 13 started "What Home Means to Me" on 21 NBC-WEAF stations, Sundays, 12:15-12:30 p.m. Agency: Maxon Inc., Detroit.

CBS CHANGES: Lehn & Fink on Jan. 1 started "Club Romance," Sundays, 8-8:30 p.m., until Eddie Cantor series starts Feb. 3.

Premier Bennett Conducts Election Drive by Radio

By JAMES MONTAGNES

IN A SERIES of eight half-hour speeches Prime Minister Bennett gave the Canadian broadcasting industry an inkling of a busy first quarter. The Prime Minister started the electioneering ball rolling Jan. 2 on a trans Canada hookup and followed that speech with another on Jan. 4, the remaining six speeches to be given before Jan. 17, on which date Parliament opens for its last session before election.

The Premier's talks were contracted for the best hours of the evening at regular commercial rates on both Canadian Radio Commission and independent stations. The same facilities will be open for all political parties, it is understood, and the Canadian broadcasters will be assured of some steady political contracts between now and April, when the election is expected to take place. The Prime Minister's talks on a New Deal for the Dominion, foreshadow his expected use of the radio right up to the last minute before election, and similar use of the air will be expected from the other political parties, provided they can pay the bill—a feature which does not bother the Prime Minister, wealthiest man to have held that position. J. Earl Lawson, K.C., of Toronto, is the Federal organizer for the Conservative party of which Premier Bennett is the leader, and it was following his recent appointment that the Premier's radio program was developed.

What station does the Job in Detroit Better by detailed Knowledge* of your market?

*—surveys furnished on request.

WHO SAID DEPRESSION?

WOW
OMAHA

ON THE N.B.C. RED NETWORK

WOW's 1934 CONTRACTS UP 82% OVER 1933!

When WOW's contracts jump 82% in one year, the depression must be over. This increase also speaks well for the kind of selling job WOW does.

590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.

National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

WOKO

BASIC COLUMBIA OUTLET

COVERS
Albany
Troy
Schenectady

Approximately 1/2 Million Coverage

WBNX

MARKS THE SPOT

BROADCASTING CENTER

RESULTS—NOT WATTAGE—MAKE SALES!

Station WBNX provides greater results per dollar spent than any other station serving the same area.

Write for details about WBNX's concentrated Foreign Language Market.

WBNX • New York

AGENCIES AND REPRESENTATIVES

CAMPBELL-EWALD Co. of New York, Inc., has been formed to handle the New York business of the agency, according to H. T. Ewald, president of the agency, to expand its eastern service. Mr. Ewald will be chairman of the board, Fletcher D. Richards will be president and general manager, Lynn B. Dudley will be treasurer and Miss A. C. Schroeder will be secretary. Offices will remain at 1790 Broadway, New York, with main offices in Detroit.

FRED WESLEY, INC., Los Angeles agency, will continue operation, with Ned Newman in charge for Mrs. Fred Wesley Villescues, widow of Fred Wesley, who died Dec. 5 following an auto accident.

LEWIS CLAY, Pacific advertising executive, has been named head of the radio department of Ruthrauff & Ryan, Inc., San Francisco, with Miss Isabel McCloud as assistant. The agency has troubled its office space in the Russ Building, San Francisco, and has added Miss Genevieve Tully as office manager. J. A. Robinson has been named assistant to Dale M. Perrill, newly appointed managed of the radio department of the Chicago office.

LAKE-SPIRO-COHN, Inc., Memphis agency, has opened a New York office in the RCA building, with Harry M. Ireland, formerly advertising manager of Health Products Corp., Newark, as manager. The agency has long been active in Southern radio where it pioneered transcriptions for spot announcements. Its network debut was made in 1933 with "Penetro Revue" and current productions include the "Lombardoland" show for St. Joseph Aspirin.

DON FORKER, formerly with the radio department of the Los Angeles office of Lord & Thomas, has been transferred to the New York office where he will be a staff member associated with the new program of the American Tobacco Co. (Lucky Strikes). For six years he had been advertising director of the Union Oil Co. of California, prior to his affiliation with Lord & Thomas.

KFDM, Beaumont, Tex., has appointed Greig, Blair & Spight as national representatives.

RADIO SALES Inc., has been named Chicago and New York representative for WNAX, Yankton, S. D.

CHARLES F. JENZ has been named production manager of Frederick W. Ziv, Inc., Cincinnati.

LOGAN & STEBBINS, Los Angeles, moved to larger quarters at 811 W. 7th St., Dec. 31 as part of the agency's expansion program. Affiliated offices are maintained in San Francisco, Portland and Seattle and the concern acts as Los Angeles representative for Doremus & Co., international advertising agency.

CHARLES F. HANSER and A. B. Churchill, vice-presidents of H. E. Lesan Advertising Agency, Inc., New York, have joined Donahue & Coe, Inc., New York, in the same capacity, serving the Scholl, Glover and other accounts.

CARL C. WAKEFIELD, former financial editor of the *San Francisco Examiner*, has opened an agency at 660 Market St., San Francisco, as Carl C. Wakefield Advertising Agency. Mr. Wakefield has just been named acting secretary of the Security Dealers' Association of San Francisco and of the Regional Investment Bankers Code Committee of California.

EMIL BRISHACHER & STAFF, San Francisco, has enlarged its staff to take care of additional business. A. N. Hexter, for many years associated with Chicago agencies, has joined the organization to aid in preparation of merchandising plans. H. R. Beaven, newspaperman and active in radio, has been named to the creative staff. Both are stationed in Los Angeles. Walter Purdom and Norton Jacobs have been added to the production department of the San Francisco offices.

EMERSON FOOTE, Pacific Coast advertising executive, has opened offices in San Francisco under the firm name of Emerson Foote Advertising Agency. He was previously associated with the Leon Livingston Advertising Agency, San Francisco. Among accounts are Chrysler-Plymouth in Northern California.

Do You Know The Southwest?

. . . Then, you'll recognize the strategic marketing importance of the twelve Southwestern cities shown on the SBS Network Map.

. . . You'll recognize that a network of stations covering these 12 major areas, with power **more than adequate** for each, gives the most **complete** Southwestern radio coverage.

. . . Let the SBS Network sell more of **your** products in the responsive Southwest market.

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President . . . Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc.
NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

WAPI

"THREE LITTLE PIGS," a unique quarter-hour program presented nightly over WAPI, doubled sausage sales for R. L. Zeigler Company, Bessemer, Alabama.

The program was planned, created and merchandised by the staff of WAPI. Get facts before you buy radio advertising in Alabama. WAPI, with cleared channel . . . most powerful station in the state . . . gets results because it gives SERVICE to both its advertisers and its listeners!

BASCOM HOPSON—President

"THE VOICE OF ALABAMA"

WAPI BROADCASTING CORPORATION — 5000 WATTS N.B.C. NETWORK — BIRMINGHAM ALABAMA

Annual Budget Message Carrying $1,525,000 for FCC IS Passed by House

AN APPROPRIATION of $1,525,000 for the FCC for the fiscal year 1936, which begins July 1, was requested by President Roosevelt in his budget message and passed by the House Jan. 11. In addition, a deficiency appropriation of $480,000 for the current fiscal year was requested in a special deficiency appropriation budget, since the FCC received no specific appropriation when it was created last Summer, but was obliged to use the unexpended balance of Radio Commission appropriation of $620,000.

With 220 employes on its rolls, the bulk of the increased appropriation would be employed to augment the staff to approximately 500, it was brought out in testimony before the subcommittee of the House Appropriations Committee by Chairman E. O. Sykes, Secretary Herbert L. Pettey and Assistant Secretary John B. Reynolds, who appeared on Dec. 5 in executive session. The stenographic record of the hearings, made public Jan. 9, revealed that the additional personnel would be used primarily for the telegraph and telephone division rather than broadcasting.

The FCC originally had asked the Budget Bureau for an appropriation of $2,000,000 for the 1936 fiscal year, but this was cut to $1,500,000, with an additional $25,000 for printing and binding. Among other things, Judge Sykes stated in his testimony that new field offices would be established in Hawaii and Puerto Rico.

RADIO ADVERTISERS

HEALTH PRODUCTS Corp., Newark, has appointed Gifford R. Hart as advertising manager for Feen-A-Mint, Dillard's Aspergum and White's Cod Liver Oil Tablets. He was formerly manager of the New York office of Bowman-Deute-Cummings, Inc., and before that was with CBS and Frank Presbrey Co., Inc., New York.

T. S. MARSHALL, advertising manager, has been named assistant general sales manager of Shell Eastern Petroleum Products, Inc., New York, but will continue to direct advertising for the present. J. P. Cobb, Jr., has been transferred to the advertising department.

HAL H. COLLINS, president of Crazy Water Crystals Co., Mineral Wells, Tex., went to San Francisco for the first program of the NBC "Carefree Carnival." The company will continue transcription programs.

L. R. HAWLEY has been named advertising manager of Quaker Oats Co., Chicago, succeeding Donald B. Lourie, who steps from the post of advertising and sales promotion manager to that of assistant to the vice-president in charge of sales.

AMERICAN TOBACCO CO., New York, has placed its Herbert Tarrey-ton account with L. H. Hartman Co., Inc., N. Y.

MOHAWK CARPET MILLS, Inc., Amsterdam, N. Y., has named Blackett-Sample-Hummert, Inc., to handle its advertising.

MAC HARLAN, advertising manager of Household Finance Corp., Chicago, has resigned. He will leave Household March 1.

STEELCOTE MFG. Co., St. Louis (rubber enamel paint) has appointed Mortimer W. Mears, Inc., St. Louis, to place its radio advertising.

NESTLE'S MILK PRODUCTS, Inc., New York (Nestle's Milk, etc.) has placed its advertising account with Lord & Thomas, New York.

Code Hearing Deferred

POSTPONEMENT to Jan. 15 of the hearing on the protest of the *Kansas City Star*, operating WDAF, against the proposed revision of rate provisions of the broadcasting industry code, was announced Jan. 5 by William P. Farnsworth, NRA deputy administrator. The hearing originally had been set for Jan. 11 and was to be confined to the proposal approved by the Code Authority that combination newspaper and radio rates be prohibited as unfair competition with stations not affiliated with newspapers and therefore not in position to offer such reduced rates.

Leaves WGN for Agency

GEORGE F. ISAAC, formerly commercial manager of WGN, has been appointed executive head of the radio department of Lord & Thomas' Chicago office. In his 10 years with WGN Mr. Isaac played an important part in the conception and development of many programs which are now on networks. Lewis Goodkind and Basil Loughrane continue in their respective posts. In making this move Mr. Isaac is following the precedent laid down by Henry Sellinger, now with NBC in Chicago, who in 1930 left the managership of WGN to become head of the Lord & Thomas radio staff. Edward W. Wood, Jr., New York representative of WGN, will succeed Mr. Isaac as sales manager of this station.

Code Authority Requests Data on Wages and Hours Of Broadcast Performers

PURSUANT to provisions of the code for the broadcasting industry ordering an investigation of the status of radio artists and performers under the wage and hour provisions of the code, James W. Baldwin, executive officer of the Code Authority for the Radio Broadcasting Industry on Jan. 5 made public a questionnaire on this subject sent to all stations. The questionnaire form had been approved by the Code Authority and by the NRA.

The questionnaire covers professional, semi-professional and amateur artists and performers. It excludes radio announcers, sound effects men, individuals exclusively musicians, speakers appearing without compensation and individuals not employed or compensated. Ten specific questions, exclusive of subquestions, are asked. These cover contractural arrangements with artists and performers; bookings; whether they are paid for auditions for commercial and sustaining programs, and rates paid; whether artists' commissions are charged and the amount; payments, if any, for repeat performances; policies on cancellation of engagements and use of studio employes, other than artists and performers in dramatic programs for minor parts.

Also requested is a detailed tabulation for the week ended Dec. 15, 1934, of artists and performers used at each station. Covered in this tabulation are the queries whether the performer is professional, semi-professional or amateur; whether he performed in a commercial or sustaining program; whether payment is on weekly, monthly performance or job base; gross and net compensation during the week; number of hours of service during the week on auditions, rehearsals and broadcast; number of microphone appearances; number of commercial auditions and length; number of consecutive hours of work each day and hours per day presence is required in studio.

New Dixon Office

PETER DIXON & ASSOCIATES, Inc., New York, now are permanently located in the Columbia Broadcasting Building, 485 Madison Ave. The concern is headed by Peter Dixon, author and lead in the famous "Raising Junior" series, formerly heard on NBC. Since incorporating, he has added several members to his staff. Present programs include "Robinson Crusoe, Jr.," "America's Little House," and a number of spot broadcasts.

CLARENCE C. DILL, who retired voluntarily as Democratic Senator from Washington on Jan. 3, opened new law offices on that date in the Munsey Bldg. He will retain his Spokane offices in the Hutton Bldg.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

WWJ

First In Listener Interest In America's Fourth Market

DETROIT

The Detroit Market—America's 4th in size

WWJ is a member of the N. B. C. red network

WWJ, pioneer radio station of the world, holds a unique position in the hearts of Detroiters. It is Detroit's favorite station because it is distinctly a local institution devoting much of its energies and talents to local problems and affairs, yet furnishing the people of the Detroit trading area with finest national chain programs available. WWJ dominates the Detroit trading area, which comprises 47% of Michigan's entire population and 60% of Michigan's wealth.

National Representatives

GREIG, BLAIR & SPIGHT, INC.

New York, Chicago, San Francisco, Los Angeles

Prall Meets FCC

ANNING S. PRALL, former member of Congress who will shortly assume the chairmanship of the Broadcast Division of the FCC, met his prospective colleagues at a luncheon tendered him Jan. 9 by Commissioner George Henry Payne, of New York. Mr. Payne, who served with Mr. Prall as a member of the New York City Tax Commission in 1922, was the only member of the agency with whom Mr. Prall had been acquainted. The luncheon was held at the Metropolitan Club.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership..... 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING: Borden Co., New York (condensed milk); Bureau of Milk Publicity, Albany, N. Y. (statewide milk campaign); Carlton & Hovey Co., Lowell, Mass. (Father John's medicine); Eaton Paper Co., Pittsfield, Mass. (stationery); Gem Products Sales Co., Camden, N. J. (laundry gems); General Baking Co., New York (Bond bread); Justrite Co., Milwaukee (bird food); Libby, McNeill & Libby, New York (foods); Magnolia Petroleum Co., Dallas, Tex. (motor oil); Norwich Pharmacal Co., Norwich, N. Y. (Unguentine); Phillips Petroleum Co., Bartlesville, Okla. (petroleum products); RCA Victor Co., Camden, N. J. (radios and records); Richfield Oil Co. of N. Y., New York (gasoline and motor oil); Staley Mfg. Co., Baltimore (starch); Union Oil Co. of Calif., Los Angeles (gasoline and oil); Nell Vinick, New York (Kreml & Drezma.

MIDLAND MILLING Co., Kansas City, is broadcasting "Town Crier Flour" on WMT, Waterloo, Ia., using WBS musical units. The five-minute program starts with theme songs, commercial message, more music and ends with an announcement and theme music. The program was placed by Potts-Turnbull Advertising Co., Kansas City, with W. B. Stone account executive.

THE 26-program "Leather Stocking Tales" series of Radio Transcription Co. of America has been taken by Tacoma Bread Co. for release on KVI, Tacoma, Wash. KFQD, Anchorage, Alaska, has taken three mystery serials from the concern.

HORLICK'S MALTED MILK Co., Racine, Wis., has extended its transcription campaign, "Lum and Abner," to include WOAI, San Antonio; WNAC, Boston; KNX, Los Angeles; KGO, San Francisco; KOIN, Portland, Ore. For some time the program has been heard over the Mutual Network, where the schedule remains the same. Discs are made by RCA-Victor and the account is handled by Lord & Thomas.

SOME 400 independent stations and college broadcasters have been invited by WEVD, New York, to feature its "University of the Air" through transcriptions. The station on Jan. 8 started the third year of lecture courses with four programs a week. A $2 fee is charged for each 15-minute disc to cover actual recording cost, according to the WEVD, and the station takes care of shipping and program costs.

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

Begins The New Year With Six Hours of New Commercial Programs.

• • • •

The Station With The Most Business Is Generally The Best Buy

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

NRA Adopts Policy Against Allowances

Optional Clause Suggested For Inclusion in Codes

A NEW POLICY governing advertising allowances in codes of fair competition was announced Jan. 5 by the National Industrial Recovery Board and recommended for inclusion in codes of industries affected. The radio broadcasting industry is not affected, since its code does not contain provisions relating to such allowances.

The proposed amendment would limit advertising allowances to payment for definite and specific advertising or promotion services and would prohibit price reductions, discounts, bonuses or rebates designated as advertising allowances. Provision also is made in the proposed amendment that agreements to purchase advertising services from customers must be written into contracts entirely separate from sales contracts.

Will Be Optional

THE BOARD approved a draft of suggested code provisions conforming with the new policy, both regarding advertising allowances and dealing with publicizing such allowances. Adoption of these provisions is optional with the industries involved. The following was suggested for use in codes in which it is desired to regulate advertising allowances:

"No member of the trade industry shall designate as an 'advertising allowance,' a 'promotion allowance,' or by a similar term, any price reduction, discount, bonus, rebate, concession, or other form of allowance, or any consideration for advertising or promotion services, offered or given by him to any customer.

"No member of the trade industry shall offer or give any consideration merely for 'pushing,' 'advertising,' or otherwise than for definite and specific advertising or promotion services. Such consideration shall be given only pursuant to a separate written contract therefor, which contract shall specifically and completely set forth the advertising or promotion services (in such manner that their specific character may be understood by other members of the trade industry and their customers) to be performed by the recipient of said consideration, the precise consideration to be paid or given therefor by said member, the method of determining performances, and all other terms and conditions relating thereto."

STUDIO NOTES

LAMBDIN KAY, manager of WSB, Atlanta, and Ernest Rogers, its public relations director, acting as "cheerleaders" in the annual WSB "Unorganized Cheerful Givers" Christmas drive, raised $7,500 for the Atlanta needy, or $2,000 more than WSB raised last year.

WTMJ, Milwaukee, started an "Amateur Show" Jan. 6 with Larry Lawrence as master of ceremonies.

A SERIES of programs from Cincinnati's "Little Home" was started Jan. 11, with Mayor Russell Wilson as the first speaker. Future programs will present civic leaders. The house was erected with cooperation of the Federal Housing Administration.

INTRODUCING the new model Ford cars, Fred A. Carlson, Salt Lake City dealer, booked a half-hour over KDYL featuring a remote control pickup from one of the cars roaming the streets. An announcer in the car described its features supplemented by music from the studios.

INAUGURATION of Gov. Phillip F. La Follette was broadcast from the State Capitol in Madison, Wis., Jan. 7, by WTMJ, Milwaukee.

BEAU BRUMMEL restaurant, Salt Lake City, presents a social reporter of the air, "Beau Brummel," who makes free announcements of women's club activities.

THE FIRST sponsored program on the Mutual Broadcasting System to be keyed from a station outside the group originated from WKZO, Kalamazoo, Dec. 22, when the annual Christmas party of the Kalamazoo Vegetable Parchment Co. (KVP papers) was broadcast. The eight stations in the Michigan Network also carried the 75-minute program.

THE SECOND state-wide "School Call," broadcast in the interest of education, was put on the air over KJR, Seattle, and KGA, Spokane, Jan. 2, with Dr. N. D. Showalter, State Superintendent of Schools, giving a talk. The program originated in the studios of KJR. Some 60 students participated.

COOPERATING with the American Legion, WCBS, Springfield, Ill., raised a large sum of money, as well as food, clothing and toys, with a series of programs broadcast over a 10-day period during the holidays. A theatre program was tied in with the drive just before Christmas. With firemen helping, toys were raised for 800 families, and 200 tons of food were donated.

THE NEW YEAR was ushered in by WESG, of Elmira, N. Y., with personal messages from the Governors of two states, as well as mayors within the coverage area, and greetings in 18 foreign languages. News events of the year were dramatized, with a cast of 70 taking part.

IN A SPECIAL program recently, KFIM, Beaumont, Tex., promoted the campaign for a 45-foot ship channel, with an address by Harvey W. Gilbert, chairman of the Beaumont-Port Arthur Industrial Commission.

WHEN the "400," crack new train of the Chicago & Northwestern Railway, started on its first regular trip to the Twin Cities from Chicago Jan. 2, the event was broadcast over WBBM, Chicago. The half-hour program, which was arranged through The Caples Co., Chicago, included pickups from the railroad's Chicago station where the train started its record-breaking run, and the Glencoe station when the "400" went roaring thru.

A MUSICAL comedy of errors entitled "What's Wrong With This Program?" is presented weekly over WIND, Gary, Ind.

KROW, Oakland, Calif., owned and operated by the Educational Broadcasting Corp., has established additional studios and executive offices in San Francisco, and celebrated the event Jan. 6 with a special dedicatory program. The old KFWI studios in the Bellevue Hotel, San Francisco, have been acquired by KROW and remodeled. The new transmitting equipment was installed by C. E. Downey, radio engineer. H. P. Drey is president and general manager of Educational Broadcasting Corp. Bert Winn has been made San Francisco studio director. Other members of the personnel include E. G. Wilson, sales manager; Ted Bindner, chief technician; and Clarence Putnam, publicity director.

"SEEING STARS" captions a new weekly quarter hour on an evening spot from KNX, Hollywood with K. P. Walton, known over the air as the "Backyard Astronomer," at the microphone. Discussions will be for the layman, and will not involve mathematics or the technical side of astronomy.

A NEW SERIES of programs, to be called" Congress Speaks," during which public questions before Congress will be discussed, was inaugurated by the NBC Jan. 8 from 5:15 to 5:45. The series, broadcast from the U. S. Capitol, was opened by Senator Robinson of Arkansas, Democratic Leader of the Senate, and Senator Daniel O. Hastings, of Delaware, Republican. The U. S. Marine Band, under the direction of Capt. Taylor Branson, features the programs. Speakers will be confined to the House of Representatives and the Senate.

NORTHERN California Broadcasting System observed New Year's Day by commemorating the 27th anniversary of its San Jose, Cal., station, KQW, and the tenth birthday of KJBS, San Francisco, as well as signalizing the installation of new transmitting equipment to both stations, with a gala all day program and open house. KQW is now on the air with 1000 watts power and celebrates its 27th anniversary Jan. 16. KJBS, with 500 watts, was ten years old Jan. 3. Ralph Brunton is president and general manager of the Northern California Broadcasting System. C. L. McCarthy manages the San Jose station.

AFTER experimenting with unusual orchestra combinations, WCKY, Cincinnati, has devised a novel program for the Union Gas & Electric Co. series. The orchestra, directed by Lee Erwin, consists of three violins, four brass, two reeds and five rhythm instruments.

A NEW SLANT on the amateur idea is being tried by WBNX, New York, in the form of an "Amateur Script Writers' Hour" during which scripts, gags and drama are cast and produced (including sound effects) in the order of their receipt. The first program was scheduled for Jan. 15, with one a week to follow. A cast of professional actors will produce the scripts and the curtain will be dropped on scripts considered un-airworthy.

"SO THIS IS RADIO" is the title of the weekly Sunday evening frolic of KHJ, Los Angeles, keyed to coast stations of the CBS—Don Lee network, and formerly known as "Merrymakers." W. Vincent Leahy Advertising Agency, Hollywood office, continues to handle the account for S. & W. Co., food wholesalers. A mythical radio station, "SNW," carries a thread of continuity through a burlesque of station routine.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

B.B.C. Studio Sensation:
The Crooning Stowaway

From *Radio Times* of London

WNEL, San Juan, Porto Rico, 500-watter on 1290 kc., recently started a series of DX programs from 1 to 3 a.m., EST.

THE Christmas party of WTMJ, Milwaukee, attracted 25,000 people who paid 25 cents each to see "Heine," happy-go-lucky German band leader of the station. Proceeds provided Christmas joy to 33,000 children whose parents are on relief. Milwaukee merchants donated some 2,500 articles which were auctioned.

TO PROVE the value of day-time commercials, WFAA, Dallas, several years ago started "The Early Birds," a 7-8 a.m. program of dance music. In its fifth year, the program has a 100% performance record and carries 10 to 15 spots each morning.

IN A RECENT poll of its audience WCAU, Philadelphia announced that 112,110 votes were cast for the Father Coughin program to 7,604 for the New York Philharmonic Orchestra. More than 200,000 votes were cast but many of them arrived after the deadline and were not counted in the returns.

RADIO Gag Library has been formed in Hollywood by Mildred Adamic, one-time gag librarian for Burns and Allen, Wheeler and Woolsey and John P. Medbury. Files are indexed into 700 topics with a monthly fee bringing a specified number to stations or artists subscribing. Gags from Julius Caesar through Joe Miller to the Wynns, Cantors and Bennys will be made available.

"NEW YEARS in Other Lands" helped WGAR, Cleveland, welcome 1935. The program was staged with the cooperation of foreign groups in Cleveland.

TEN editors of the *Springfield* (Mass.) *Republican* collaborated in a year-end broadcast Dec. 30, delving into their files for stories that made 1934 headlines. The program was heard over WBZ-WBZA, Boston-Springfield.

Bank on the Air

THE RANKS of financial houses which find radio advertising a most effective medium have been joined by the Modern Industrial Bank, of New York. After a trial period lasting five weeks, the bank has signed a year's contract with WOR, Newark, beginning Jan. 3, for a series of news comments by Gabriel Heatter. He will be heard for five minutes each Monday, Wednesday and Friday, at 6.45 p.m. The account is handled by the New York office of the Scheck Advertising Co.

"Bowes Wins Air Honors

Weekly Amateur Hour Viewed as Best Program of Year's Entertainment.

AS 1934's radio achievements are passed in review, credit for the outstanding one certainly must be awarded Major Bowes. His weekly amateur hour is the year's best program, the only 1934 innovation in radio entertainment and it has given WHN the largest radio audience in town Tuesday nights."

NEW YORK WORLD-TELEGRAM, SATURDAY, DECEMBER 29, 1934.

The amazing leap into popularity of Station WHN, New York, is the "talk of the town".

Under the able direction of Major Edward Bowes, Station WHN has advanced, during the past few months, to such a position of importance that it should challenge the favorable attention of every advertiser and advertising agent.

The present WHN rate card presents an unequalled opportunity. We urge you to investigate WHN before completing your 1935 schedules.

WHN
NEW YORK

1000 WATTS
1010 K.C.

P. F. WHITTEN
Sales Manager

A Fig Newton

During one of those typical impromptu moments which are well known to radio stations, one of our announcers made the bantering statement that a certain co-worker on the staff of WWVA would do just about anything for a fig newton.

Result: The next day's mail brought a box of delicious home-made fig newtons for said announcer.

Yes, a rather homely incident in the operation of WWVA, but one which stresses in a most forceful manner, the intimate relation between our listenters and staff members—an illustration which perhaps best explains why 16,300 listeners came to the front for us in connection with our recent Columbia Listening Area Study. These responses came from 1,814 cities and towns in 35 states.

Advertisers who want their "Fig Newtons"—or, brought down to the point at which we are driving, BUSINESS—will do well to place their radio advertising plans for Eastern Ohio, Western Pennsylvania and West Virginia, in the hands of the staff at WWVA.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. VA.

Representatives

J. H. McGILLVRA
485 Madison Ave., New York

JOHN KETTLEWELL
230 N. Michigan Ave., Chicago

Three Stations in Iowa Soon Will Be Realigned; State Network Is Formed

A REALIGNMENT of the stations operated in Iowa by the *Des Moines Register & Tribune*, making all three basic network outlets, will be effected shortly as a result of action by the FCC Jan. 8. KWCR, Cedar Rapids, was authorized to move into Des Moines, while WMT, Waterloo, was authorized to move to Cedar Rapids.

The plan is to change the call letters of KSO, Des Moines, to KRNT, and to have it take over the 1430 kc. wave of KWCR. The new KRNT will become a basic CBS outlet. KSO will be retained as the call letters for the second Des Moines station, which will be a basic NBC-Blue network outlet.

WMT, recently purchased from Harry Shaw and operating on 600 kc., will become a basic NBC Blue outlet. With its transmitter located near Cedar Rapids and its main studios in Cedar Rapids, WMT is expected to cover both Waterloo and Cedar Rapids.

The final lineup is scheduled to begin about March 1, new equipment having been ordered for all three stations. In the meantime, the three stations on Jan. 1 began operating several hours daily as a network under the name of Iowa Network, using A.T.&T. lines. The rates quoted for the network are the combined rates of the three stations, with the network absorbing the line charges.

Lindbergh Case

(Continued from page 18)

utes each were set aside, during which the bulletins were presented. They dealt with most of the salient points in the testimony, and were augmented by occasional flashes. NBC used three announcers, one for the introduction, and two others who read the testimony in question and answer form, though without attempting to act the parts of witness and counsel. ABS included high-spots of the trial in its "Five Star Final" program.

Transcendent News

THE TOTAL air time devoted to trial news (in addition to the two regular daily news broadcasts) on NBC was 22 minutes on the first day, and 65 minutes when Col. Lindbergh was called. Press-Radio Bureau, using the reports of the three press associations, proceeded on the theory that every important item in the trial constituted "transcendent news" and gave almost election-night service. With Col. Lindbergh testifying, the Bureau sent out about 15,000 words in one day. Resumes were included in the regular news periods.

Transradio Press had a staff in Flemington under Dixon Stewart, with two men in the courtroom, and three New Jersey correspondents covering other angles. In addition to the four regular news periods, the service gave its clients in one day more than 70 special bulletins, transmitted from Flemington to New York by teletype, and included in these were about 20 flashes.

WNEW has been most active in broadcasting from Flemington. With a microphone installed in the sheriff's office, there are no set program periods, but A. L. Alexander takes the air whenever the proceedings are particularly interesting. In one day he is reported to have talked for three hours and 11 minutes, and every day there have been about two hours of summarized testimony and court room description.

Hauptmann's chief counsel, Edward J. Reilly, and Sheriff Curtiss of Hunterdon county, were put on the air by WNEW, and several prominent writers for the Hearst papers also have been heard. Lines are ready in Trenton, should interest in the case switch to the state capital.

WOR is carrying Transradio service frequently, and at the beginning of the trial had Gabriel Heatter giving two 15-minute talks daily.

Carry CRC Programs

SIX STATIONS have been added to the network carrying Canadian Radio Commission programs, which now totals 54. CKCW, Moncton, N. B., on 1370 kc; CKCV, Quebec, on 1310 kc; CJRC, Winnipeg, on 1390 kc; CKWX, Vancouver, on 1010 kc; CJOR, Vancouver on 600 kc; and CKMO, Vancouver, on 1410 kc, are the stations which were added early in the new year.

RADIO DEPT
"Always it seems rather involved—till I call for . . ."
FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, "RADIO ADVERTISING RATES AND DATA"

Cemetery Program Is Found Effective Over Broad Area

KOMO Series Gets Sales From All Northwest

By ALBERT BALCH
KOMO-KJR, Seattle

WHILE IT HAS BEEN commonly believed that the scope of cemetery business is of necessity limited to the city of its location, Evergreen Memorial Park and Washelli have used a radio program to extend their advertising until the entire Northwest is not only interested in the burial parks, but able, through modern means of transportation, to do business with them.

To illustrate the far-reaching influence of the "Old Songs of the Church" program which Evergreen Cemetery Company has been broadcasting every Sunday afternoon, 3 to 3:30, over KOMO for nearly two years, two incidents of business originating outside of Seattle are given by C. S. Harley, president and general manager of Evergreen.

Listener Response

RECENTLY a listener to the program died at Alderwood Manor, expressing the wish that she be buried in Evergreen Memorial Park. This desire was carried out by her family. Another sale by Washelli reveals that a Vancouver, B. C., listener arranged a Seattle funeral for a relative without having seen Washelli, but requesting that burial be there as a result of hearing the Sunday program.

The Washelli Quartet is a feature of the "Old Songs of the Church" program, sponsored by the cemetery, and has been called to sing at many funerals by listeners in whose hearts the old hymns featured by the quartet have been enshrined, just as cemeteries have been established and given a deeply religious attachment. The broadcast with its old songs has done much to give these cemeteries a new heart-interest to countless thousands of listeners.

Sales Campaign

CONDUCTING an intensive sales campaign exclusively by radio, the monument department of Evergreen Memorial Park and Washelli has just ended the largest month in business in the history of the department, C. S. Harley, president and manager of Evergreen Cemetery Company, revealed. The sales drive was made through the program, a regular KOMO Sunday afternoon feature for two years.

In response to the first announcement made over the air, over $1,500 worth of business was written, Mr. Harley states, and as the campaign was continued results exceeded expectations.

During the 88 weeks that the "Old Songs of the Church" program has been on the air, not only for the monument department, but for Evergreen Memorial Park and Washelli Cemetery advertising definite sales campaigns have been conducted by radio and "high price" ideas in minds of listeners successfully combated.

The Most Economical Way to Reach

LOCAL ADVERTISERS AND AGENCIES READILY REALIZE W.G.S.T'S. IMPORTANCE AS A PUBLIC MEDIUM AND ADVERTISING FORCE

The Richest Buying Power in Georgia

CONVINCINGLY proved the best test market in the Southeast, Atlanta also ranks as the best test city of its size in America . . . and the buyers of Georgia are CONCENTRATED in WGST's territory. Notwithstanding, WGST, with its largest consistent local radio audience (Ross Federal Survey), offers the lowest cost per listener in the South! Investigation and comparison will convince you of WGST for results and economy.

1000 Watts DAY
500 Watts NIGHT

WGST ATLANTA

PAUL H. RAYMER
Representative
NEW YORK
CHICAGO
SAN FRANCISCO

Revised Rate Schedules of NBC

(Continued from page 6)

NORTHWESTERN GROUP

(Light face figures are old rates, **bold face figures are new**)

	1 hr.	(Diff.)	½ hr.	(Diff.)	¼ hr.	(Diff.)
WTMJ	$190		$120		$74	
Milwaukee	**320**	+130	**192**	72	**128**	+54
WIBA	150		94		58	
Madison	**160**	+10	**96**	+2	**64**	+6
KSTP	210		132		82	
Minneapolis-St. Paul	**240**	+30	**144**	+12	**96**	+14
WEBC	190		120		74	
Duluth-Superior ..	**120**	−70	**72**	−48	**48**	−26
WDAY	150		94		58	
Fargo	**160**	+10	**96**	+2	**64**	+6
KFYR	150		94		58	
Bismarck	**200**	+50	**120**	+26	**80**	+22
TOTAL FOR	$1,040		$654		$404	
GROUP	**$1,200**	+160	**$720**	+66	**$480**	+76

MOUNTAIN GROUP

KOA	$190		$120		$74	
Denver	**240**	+50	**144**	+24	**96**	+22
KDYL	190		120		74	
Salt Lake City...	**200**	+10	**120**		**80**	+6
TOTAL FOR	$380		$240		$148	
GROUP	**$440**	+60	**$264**	+24	**$176**	+28

BASIC PACIFIC COAST NETWORK

KPO-KGO	$350		$220		$136	
San Francisco....	**320**	−30	**192**	−28	**128**	−8
KFI	400		250		156	
Los Angeles	**400**		**240**	−10	**160**	+4
KGW	150		94		58	
Portland	**200**	+50	**120**	+26	**80**	+22
KOMO	200		126		78	
Seattle	**200**		**120**	−6	**80**	+2
KHQ	150		94		58	
Spokane	**160**	+10	**96**	+2	**64**	+6
TOTAL FOR	$1,250		$784		$486	
NETWORK	**$1,280**	+30	**$768**	−16	**$510**	+24

PACIFIC SUPPLEMENTARY GROUP

KFSD	$150		$94		$58	
San Diego	**120**	−30	**72**	−22	**48**	−10
KTAR	150		94		58	
Phoenix	**120**	−30	**72**	−22	**48**	−10
TOTAL FOR	$300		$188		$116	
GROUP	**$240**	−60	**$144**	−44	**$96**	−20

NORTH MOUNTAIN GROUP

KGIR	$150		$94		$58	
Butte	**120**	−30	**72**	−22	**48**	−10
KGHL	150		$94		$58	
Billings	**120**	−30	**72**	−22	**48**	−10
TOTAL FOR	$300		$188		$116	
GROUP	**$240**	−60	**$144**	−44	**$96**	−20

SPECIAL HAWAIIAN SERVICE

KGU	$200		$126		$78	
Honolulu	**200**		**120**	−6	**80**	+2

TOTALS FOR NATIONAL SERVICE (WITHOUT WLW)

RED NETWORK	$14,450		$9,098		$5,640	
(65 Outlets)	**$15,200**	+750	**$9,120**	+22	**$6,080**	+440
BLUE NETWORK	$13,830		$8,694		$5,394	
(62 Outlets) ...	**$14,200**	+370	**$8,520**	+174	**$5,680**	+286

When KVI opened New $25,000 Studios
10,221 Persons Saw Them In One Week

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

1000 WATTS 570 KC.

FREE & SLEININGER, *National Representatives*

Radio in Congress

(Continued from page 12)

Jersey; Truman, Missouri. New minority members are Davis, Pennsylvania Republican, and Shipstead, Farmer-Labor of Minnesota.

Other majority members, besides Chairman Wheeler, who are carrying over, are Smith, South Carolina; Wanger, N. Y.; Barkley, Kentucky; Neely, West Virginia; Dietrich, Illinois; Lonergan, Conn.; Long of Louisiana; Brown, of New York. Carryover Republicans are Couzens, Michigan; Metcalf, Rhode Island; Hastings, Delaware; White, Maine. The new committee clerk is Joseph Wright, who served under Senator Wheeler as clerk of the Committee on Indian Affairs.

At the Democratic caucus held Jan. 10, the following additional majority members were named to the House Interstate and Foreign Commerce Committee: John A. Martin, Pueblo, Col.; Edward C. Eicher, Washington, Ia.; Theodore A. Peyser, New York; T. J. O'Brien, Chicago, and D. D. Peery, of Arkansas. Republican members, it is understood, will remain the same. Sam Rayburn (D.), of Texas, remains as chairman of the committee.

The same caucus named as additional Democratic members of the Merchant Marine, Radio & Fisheries Committee the following: J. J. Mansfield, Columbus, Tex.; John McDuffie, Monroeville, Ala; L. C. Warren, Washington, N. C.; E. B. Crowe, Bedford, Ind.; L. C. Rabaut, Grosse Pointe Park, Mich.; S. M. Hamlin, South Portland, Me.; M. L. Igoe, Chicago; E. J. Hart, Jersey City, N. J., and J. A. O'Leary, West New Brighton, N. Y. Rep. Otis S. Bland, of Virginia, remains as chairman, with Rep. Robert Ramspeck, of Georgia, remaining as chairman of the radio subcommittee.

Oldest Announcer

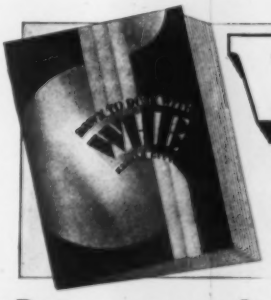
HERR SHERZ, senior announcer of Radio, Budapest, and said to be the oldest broadcast announcer in the world in point of continuous service, has been retired by the Budapest Broadcasting Co. and is now its librarian. He has announced for 25 years, having started with the old Hungarian Telephone News Service which broadcast programs for information and entertainment even before the war, using a special system of wires until wireless came into existence. His voice recently gave out.

NATIONAL UNION RADIO Corp., New York, has just published a radio log containing a list of domestic and foreign broadcasting and short-wave stations, as well as articles on talent and programs. It is edited by Sam Kaufman.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

PERMIT us to use the old maestro's expression to describe what WHB offers radio advertisers. Of all radio stations in the Kansas City trading area, WHB actually delivers the "most listeners per dollar" of advertising expenditure — and we can prove it with RESULTS!

"THE MOSTA OF THE BESTA FOR THE LEASTA".....



WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S
DOMINANT DAYTIME STATION

CONGRESS
is in session

Already this interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who." You will enjoy Washington this winter.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

Copeland Bill Stirs Opposition

(*Continued from page 5*)

ing the provisions supported by the industries involved. Such legislation, it is felt, would carry the support of the Federal Trade Commission, notably its chairman, Ewin L. Davis, former member of Congress, who personally appeared last year before the Copeland subcommittee to oppose the earlier drafts of the Tugwell-Copeland bills as a usurpation of the authority over advertising vested in his agency. This was the subject of conferences held in Washington as BROADCASTING went to press.

What Are "Advertisements"?

IN S-5 the definition of the term "advertisements" is the same as that contained in S-2800 and is regarded as objectionable to the advertising media because of its all-inclusive scope. It reads: "The term 'advertisement' includes all representations of fact or opinion disseminated in any manner or by any means other than by the labeling." This, it was pointed out, could make a conversation an "advertisement," in its broadest application.

Under the section defining adulterated drugs, S-5 specifies that a drug would be considered adulterated if dangerous to health under the conditions of use prescribed in the "labeling or advertising therefore." This is held "very dangerous" to advertising in that an advertisement never has been adjudged a set of instructions. Therefore, it is held this provision is far too strong.

The definition of "false advertisement" as contained in the new measure is much broader than that of S-2800, and is termed "absolutely vicious" in that it would give to the Secretary of Agriculture arbitrary powers in prohibiting the sale or advertising of any commodities which in his judgment were improper.

The first part of the new section reads: "An advertisment of a food, drug, or cosmetic shall be deemed to be false if it is false or misleading in any particular relevant to the purposes of this act regarding such food, drug or cosmetic. Any representation concerning any effect of a drug shall be deemed to be false under this paragraph if in every particular such representation is not sustained by demonstrable scientific fact or substantial medical opinion."

More Drastic

THIS PROVISION differs from the bill of last year in that the phrase "in every particular" has been inserted, and the word "sustained" has been substituted for the word "supported." The new language, it is held, is far more drastic than previously and, if invoked, would tend to eliminate a substantial portion of advertising now available to all media.

The second part of this chapter reads: "It shall be unlawful to advertise for sale in interstate commerce a drug represented to have any therapeutic effect in the treatment of cancer, tuberculosis, venereal diseases, heart and vascular diseases, as well as any other disease which may be added to this list by regulations as provided by sections 701 and 703 (those giving the Secretary of Agriculture such powers); except that no advertisement not in violation of paragraph (a) of this section shall be deemed to be false under this paragraph if it is disseminated only to members of the medical and pharmaceutical professions or appears only in the scientific periodicals of these professions, or if it is disseminated only for the purpose of public health education by persons not commercially interested, directly or indirectly, in the sale of such drugs."

Specific Diseases

THIS PROVISO, it is pointed out, differs from S-2800 in that it excludes a long list of specific diseases and ailments on which advertising would be unlawful, and substitutes the brief list. However, it gives the Secretary of Agriculture the authority to add to the list after consent of a special medical advisory committee.

Identical with S-2800 are provisions for the creation of a committee on public health and of a committee on food standards. The former would consist of five members designated by the President and the latter of seven members, five of whom would be appointed by the President, and two by the Secretary of Agriculture from the Food and Drug Administration. The committees would "aid and advise" the secretary in the promulgation of regulations affecting the particular commodity groups.

Differing from S-2800, however, is the provision for the appointment of an advisory committee for each of the groups affected "for the purpose of consultation in formulating general administrative policies for the enforcement of the law." The groups so represented would be the food industry, drug industry, cosmetic industry, disseminators of advertising, and the public.

Self-Regulation Plans

"TO AID in securing compliance with the requirements of this Act," continues this section, "the Secretary is further authorized to accept plans for such self-regulation of advertising practices as tend to effectuate the purposes of this Act, when presented by associations or groups representative of their industries: Provided, that nothing in this paragraph shall be construed as restricting the responsibilities and powers conferred upon the Secretary by this Act and no plans shall be accepted which are designed to promote monopolies or eliminate or oppress legitimate enterprise."

It is this provision which is construed as one which would set up a "board of censorship" for the advertising of any of these commodities, and a provision that is repugnant to American principles. It would reverse the existing order, in that the advertising would be censored in advance, with recourse to the courts thereafter. Moreover, it is believed such a provision would defeat one of the purposes of the measure by promoting monopolies and oppress legitimate enterprise. Those sitting on the advisory committees, necessarily coming from the industries, obviously would resent the intrusion of newcomers into their fields and would have the power of censoring their advertising at the very outset.

Liability Provision

TAKEN bodily from S-2800 is the provision which prohibits the dissemination of any false advertisement by radio broadcast, United States mails, or in interstate commerce to induce directly or indirectly the purchase of foods, drugs or cosmetics. This section provides further that no publisher, radio-broadcast licensee or other advertising medium shall be deemed to have violated this provision by dissemination of a false advertisement, but that the liability shall rest upon the manufacturer, packer, distributor, or seller who caused the dissemination of the advertisement.

It provides further, however, that the advertising medium, on reasonable request of the Government, shall further the name and post-office address of the advertiser, and that failing to do this, shall be guilty of a misdemeanor and upon conviction shall be subject to imprisonment for not more than three years, or a fine of not less than $1,000 nor more than $10,000 or both.

Seen as definitely discriminatory against radio is the provision, taken from S-2800 which reads: "No retail dealer shall be prosecuted under this section for the dissemination, in good faith, other than by radio broadcast, of any advertisement offering for sale at his place of business any article which is not distributed or sold in interstate commerce."

Mr. Bellows had protested against this provision last year on the ground that it was directly and absolutely discriminatory and one which penalized radio without disturbing other media. Senator Copeland had insisted that it was included to protect the small news-

(*Continued on page 47*)

YOU

CANNOT GET

ADEQUATE COVERAGE

in the

Nation's
13th Retail Market

WITHOUT

WKBF

Indiana's Only NBC Outlet

D. E. "Plug" Kendrick, Vice President and General Manager

Dr. Copeland's Statement

(*Continued from page 5*)

sets up two committees for the formulation of regulations. These are a committee on public health and a committee on food standards.

Public Protection

"THE original bill required a declaration of ingredients to be placed upon the package reaching the consumer. The industries affected resented this because of what they regard to be their proprietary rights in the formulae. This feature of the first bill and of its successors in the last Congress created much discussion.

"In the measure now pending, equal protection of the public is accomplished by another method. Unless the package carries the names and quantities of the ingredients contained therein, this information must be filed with the Department. Such action will permit the Food and Drug Administration to make certain that no incompatibles, harmful substances, or unwholesome products are sold to the American people. Existing law is not changed in that the Department will continue to make its own analyses of products and to advise the public of any wrongful or fraudulent claims for them.

"It is the purpose of this bill, not alone to protect the public, but what is likewise important, to protect the industries involved. To this end the committees which are provided by the bill include representation from the industry affected so that it may have abundant opportunity to state its side of the case.

Prior Criticism

"THERE was much criticism of the original measure due to the misunderstanding of why there was an enumeration of diseases in which self-medication might be dangerous and a proscription of advertising "cures" for such diseases. The list was so long that there arose a fear on the part of the public that the individual would no longer be permitted to buy any favorite preparation and to take it under the directions of the label.

"Of course, that was not the intent or the letter of the proposed law, but, nevertheless, it was used as a weapon against its passage. In this bill the diseases for "curing," the advertising of which is prohibited, have been limited to cancer, tuberculosis, venereal diseases, and heart and vascular diseases. These are the diseases for which the virtues and values of remedies have been advertised and which the scientific world believes to be unsubstantiated. The list in this bill is limited, but may be added to from time to time as the Committee on Public Health may recommend.

"As to the method of the selection of this Public Health Committee, it is well to quote from the bill. This committee is to "consist of five members designated by the President with a view to their distinguished scientific standing and interest in public health and without regard to their political affiliations." Personnel so chosen must appeal to the American people and guarantee the reasonableness and scientific worth of their conclusions.

"There was much complaint from berry growers and others regarding the restrictions placed upon the sale of fresh fruits and vegetables in packages. The bill before us exempts natural products sold in open containers.

Factory Inspection

"THE small manufacturers and producers complained of a provision in the original bill providing for "voluntary inspection" of factories. It was testified that the inclusion of this provision in the bill would result, in fact, in mandatory inspection with the expense of inspection for each and every factory. As a matter of fact, the administration was aiming at the control of certain sea foods.

"The last Congress passed an amendment to the Food and Drug Act providing for voluntary inspection of the establishments producing these foods. It has worked well in practice and all parties interested believe it should be continued for those particular products as has been done. The bill does not apply this feature to other substances.

"The original bill excited criticism because the Food and Drug Administration was authorized to make what are known as "mass multiple seizures"; that is, if a single package or case of a given product was found to be below standard or unwholesome, the entire product of that factory or industry could be seized wherever found in interstate commerce. There never was any complaint on the part of industries affected when the seizures were made because the products were unwholesome, deleterious, or harmful. There was complaint that the Department might begin proceedings in border-line cases where the health factor was not involved and do so in several parts of the country simultaneously, putting the industry to great expense in defending many suits at the same time.

Avoiding Abuse

"IN VIEW of the fact that this bill provides for injunction proceedings, such authority for wide-spread seizures in border-line cases, involving merely the question of deception, is not needed. The abuse, if the courts sustain the Department's position, can be readily stopped through bringing injunction proceedings in the court where the manufacturer resides and securing a prompt judicial determination of the issues. This method of procedure is provided in the pending bill. It gives the public exactly the same protection as originally contemplated, but it reaches that desired end by a short cut and also assures against the abuse of administrative power.

"In the original bill there was great complaint on the part of the advertisers because of the language chosen, which set up a prohibition against false advertising, not alone because it was false or misleading, but also because of possible 'ambiguity or inference.' With the great power given to the Secretary in the original bill, it was felt that injustices would follow the administration of the act without actually giving the public any degree of added protection.

Similar Principle

"AS A MATTER of fact, all needed protection can be given by a prohibition against false or misleading statements in advertising. Similar language in the present law applicable to the labels has been effectively protective of consumer interests, and at the same time has not been construed as unduly embarrassing to honest producers. This bill applies exactly the same principle to the matter of advertising as existing law does to labeling.

"It is felt by those who have gone over the bill carefully that its arrangement is more orderly and capable of better understanding. Certainly the bringing together of similar subjects under appropriate chapter heads makes the bill better suited to study and practical use. A great deal of discussion over the bill as originally introduced undoubtedly arose because it was difficult to follow and understand.

"The bill is now in form and ready for study by everybody having an interest in food and drug legislation. If it is enacted into law, the health and welfare of our people will be given much greater protection. It will place no undue burden on honest industry.

"It is hoped there may be speedy enactment of the measure; but, of course, this will not be attempted until there has been plenty of time to digest its proposals."

State Legislatures Watched

PENDING completion of the organization of state committees of the NAB, now being undertaken by Philip G. Loucks, NAB managing director, steps are being taken by Henry A. Bellows, as legislative counsel of the NAB, for the designation of individuals in each state to keep in touch with any legislation affecting radio. Mr. Bellows has contacted broadcasters in each state, for the most part those residing in the capital cities, asking them to keep him apprised of any measures offered in state legislatures which may affect radio. More than 40 of the 48 state legislatures are currently in session and there have been many hints of plans to offer measures to derive revenue from radio through advertising taxes or occupational taxes.

Copeland Opposition

(*Continued from page 46*)

papers operating solely in intrastate commerce, and was not meant as an attack upon radio.

Finally, S-5 provides that the new law should take effect one year after date of approval, with the existing law to remain in force until that time. It specifies also that sections authorizing the Secretary of Agriculture to make regulations for enforcement of the new act and set up the advisory committees, shall become effective upon approval of the legislation, with the Secretary authorized to conduct hearings and to promulgate regulations to become effective on or after the effective date.

FURNESS

Winter Cruises

"PLEASURE-PLANNED" voyaging! Choose any cruise—and sail on the Monarch of Bermuda or Queen of Bermuda with their famous shipboard facilities, cuisine and brilliant social atmosphere! Enjoy great dance decks, night clubs, cocktail bars. Swim in enormous pools . . . play on great sports decks and sun decks.

Sailings twice weekly from New York

$60 up ROUND TRIP

including PRIVATE BATH

Also a variety of trips available including

4 days $60 up 5 days $67 up

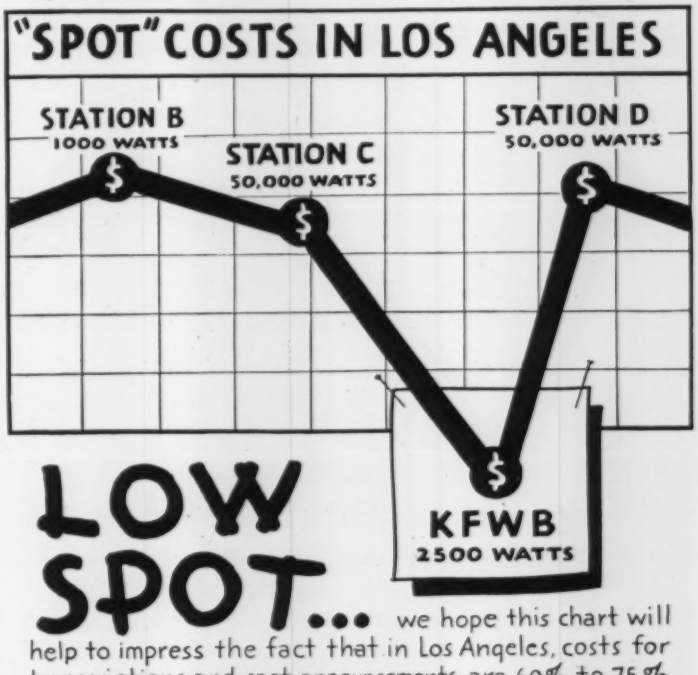
6 days $74 up 10 days $102 up

Including PRIVATE BATH aboard ship and accommodations at a leading Bermuda hotel.

THE IDEAL CONVENTION CHOICE

Nothing finer than a "Furness" Convention . . . at sea on one of these great vessels—ashore at a leading Bermuda hotel! Every facility for conducting business afloat—including meeting rooms, etc. In Bermuda—golf, tennis, swimming, fishing—gay hotel and resort life at its best!

For complete information and literature apply local agent or Furness Bermuda Line, 34 Whitehall St. (where Broadway begins); 565 Fifth Ave., N. Y. Tel. BOwling Green 9-2800.



LOW SPOT... we hope this chart will help to impress the fact that in Los Angeles, costs for transcriptions and spot announcements are 60% to 75% lower over **KFWB** than any of the other major Los Angeles stations... in other words, 3 to 4 times as many spots for the same money! It's worth looking into... write for details.

KFWB
LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc; Exclusive Representatives

NOT ONE PERSON IN MEXICO HEARD US!

T'other day, we asked our audience to vote on a certain program. Answers literally poured in from the surrounding territory. But not one from Mexico . . . . We're proud that *all* the money you spend with WAVE is concentrated right here among your million *logical listeners*, who prefer WAVE because it is near, clear, and *here!* . . . N.B.C., of course.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

Discount and Rebate Provisions
In New NBC Rate Card

Weekly Discounts for 13 or more consecutive weeks Network Broadcasting (applicable only to rates on this card).

Contracted Value of Network Time at Gross Rates	Percentage Discount on Weekly Gross Billing
Less than $1,000 per week	None
$1,000 or more but less than $2,000 per week	2½%
$2,000 or more but less than $4,000 per week	5%
$4,000 or more but less than $8,000 per week	7½%
$8,000 or more but less than $12,000 per week	10%
$12,000 or more but less than $18,000 per week	12½%
$18,000 or more per week	15%

All Network contracts for the same advertiser may be combined for determining rate of discount.

Annual Rebate for 52 consecutive weeks Network Broadcasting (applicable only to rates on this card).

A rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting, said rebate to be 10% of the gross billing on facilities under contract for broadcasting during each and every week of the 52 week period. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. The Red and Blue Networks may be interchanged by mutual agreement, in which case the rebate will apply to the lower billing. Separate contracts must be written for different networks (or different groups), or for periods in different rate classifications ("A", "B", "C" or "D" rates).

New NBC Rates

(Continued from page 7)

and chairman of the board of NBC; M. H. Aylesworth, NBC president, and Richard C. Patterson, Jr., NBC executive vice president. Nearly every official in NBC has participated in the drafting of the plans, with the station relations aspects centering under Vice President Mason and Donald Withycomb, who recently resigned as manager of station relations, to become general manager of WFIL, Philadelphia. Mr. Kobak and E. P. H. James, sales promotion manager, have figured prominently in the alignment of the new rate structure.

Station compensation has been a serious bone of contention between NBC and certain of its affiliates for a number of years. Until the new propositions are presented to individual stations their reactions obviously will not be known. Some repercussions, of course, are expected, particularly from supplementary stations which are destined to suffer reductions.

Montgomery Ward Series

MONTGOMERY WARD & Co., Chicago mail order house, is using radio in an institutional campaign designed to increase the company's prestige with its farm customers and to combat the association of cheapness with mail order merchandise by sponsoring a series of highly dignified programs which contain no commercial announcements. The advertising is limited to a simple credit line at the beginning and closing of each broadcast. Called "Immortal Dramas," the programs are a series of biblical stories from the Old Testament, dramatized against a background of choral and instrumental music. Lloyd Lewis, Chicago author, dramatist and historian, prepared the scripts. Hays MacFarland & Co., Chicago, is the agency.

From Ravag to NBC

AS A RESULT of her broadcast of one of Ravag's "Merry Evening" programs to the United States last summer, Miss Marcelle Luzzatto, member of an old Vienna family and a regular announcer on the Viennese station, has been engaged by NBC and soon will join its staff, according to a report from Vienna. Miss Luzzatto speaks English, French, German and Italian fluently. The report says she will be assigned by NBC to a post in Detroit.

APPLICATION for a new "high fidelity" station to operate in the recently opened 1500-1600 kc. band was filed with the FCC Jan. 5 by Eugene DeBogory, trading as Dallas Radio Research Engineers, Dallas, Tex. The application is for 1550 kc. with 1,000 watts day and night.

COAL MINES

are not the only thing in NORTHEASTERN PENNSYLVANIA—the 17th LARGEST METROPOLITAN AREA in the U. S.—the 3rd IN PENNSYLVANIA—you can't afford to miss this area—THE ONLY STATION SERVING THIS VAST AUDIENCE IS WGBI—500 watts—880 kc.—WGBI features many outstanding local and national programs including Betty and Bob—Jack Armstrong—Growin' Up—Red Ink Boys—The Judge—Old Timer—Air Adventures of Jimmy Allen and World Broadcasting System Daily Program Service—WGBI is breaking all records as it starts its eleventh year on the air.

SCRANTON BROADCASTERS
SCRANTON PENNSYLVANIA

Limiting of Issues In Copyright Case

Government Asks Stripping Of Suit to Essentials

WITH A VIEW to expediting adjudication of its anti-trust suit against the American Society of Composers, Authors & Publishers, the Department of Justice through Andrew W. Bennett, special assistant to the attorney general, on Jan. 11 presented arguments to the Federal District Court for Southern New York in support of its motion to strip the case of what it considers irrelevant matter.

The motion was filed by the Department on Jan. 2 and served upon Nathan Burkan, general counsel of ASCAP, and Henry Ward Beer, counsel for a number of the respondents who adopted the ASCAP answer as their own. The motion was directed at all allegations in the ASCAP answer pertaining to the difficulties of ASCAP with users of music in fighting "piracy," the operation of foreign copyright societies, hearings before Congressional committees on copyright amendments, and simliar matters.

Commission Plan

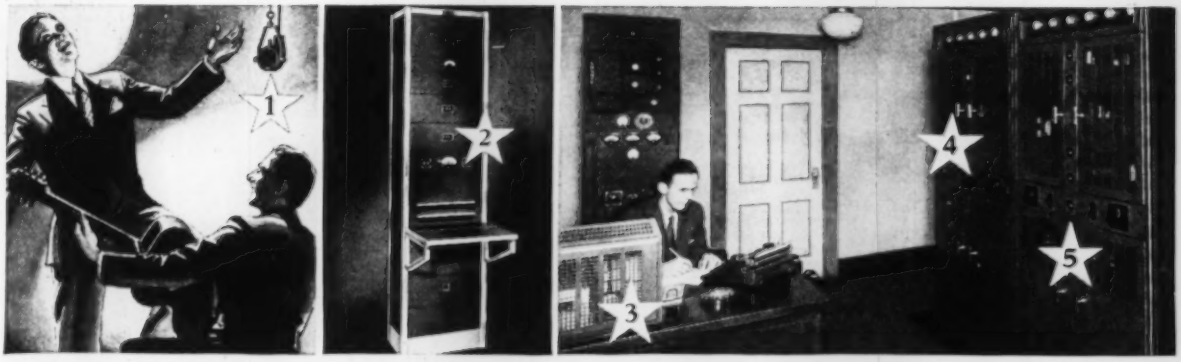
ALSO INVOLVED in the argument on Jan. 11 were the merits of a motion field in behalf of ASCAP that a commission be appointed by the court to take testimony in England, France, Germany, Austria and Italy and in practically all of the large cities in this country. On Jan. 4 the Department was served with a rule to show cause why such a commission should not be appointed.

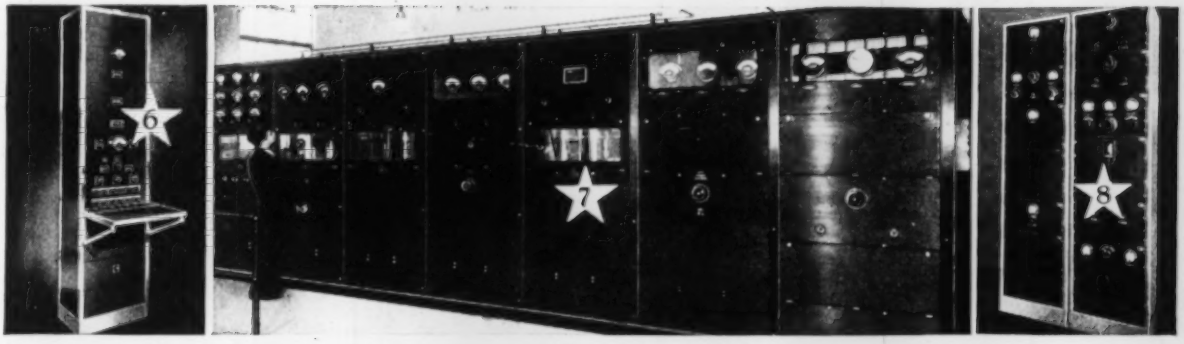
In his argument before Federal Judge Knox, Mr. Bennett stressed the alleged price-fixing aspects of ASCAP activity. Lawful individual monopolies granted by the copyright statute may not be unitedly exercised to restrain competition, to effect a monopoly or to fix prices, he contended. The power to fix royalties, exercised by ASCAP, he argued, "is tantamount to the power to fix prices."

Dominating Power

ON THIS SCORE, Mr. Bennett continued: "The mere fact that the combining copyright owners in the Society have actually impressed upon the radio industry their demands for a fixed percentage of the income (not profits) of each station is a conclusive demonstration of their power to dominate industries dependent upon the performance of music for economic existence. It is conclusive of the fact that by combining their public performance rights they have created in themselves, acting through the Society, the power to fix and maintain royalties that is, the power to fix prices."

Such a vesting of power in one group to fix prices, Mr. Bennett contended, constitutes the monopoly in violation of the Sherman Anti-Trust Act. Since price-fixing is a violation of the Sherman Act, he concluded, the additional defense alleged in the ASCAP answer which involved the difficulties of that organization with regard to piracies, hearings before Congressional committees and similar items, constitute no defense and should have no part in the case.





Star performers

in stations from coast to coast

(1) *Dynamic Microphone.*

(2) *701A Speech Input for studio use.*

(3) *1A Frequency Monitoring Unit.*

(4) *12B Transmitter — 100 Watt output.*

(5) *71A Amplifier which steps up output of 12B Transmitter to 250 or 500 or 1000 watts. A 5000 Watt Amplifier may be coupled with the 12B and the 71A Amplifier for 5KW operation.*

(6) *15A Speech Input for station use.*

(7) *50KW Transmitter.*

(8) *Synchronizing System for common frequency broadcasting.*

Whether your station is large or small, you can rely on Western Electric equipment to put programs on the air at their *best!* Microphones, speech input equipments, transmitters, amplifiers, tubes for every purpose—all are made to give long service and highest quality transmission.

In addition to commercial broadcasting apparatus, Western Electric has pioneered radio telephone equipment for aviation, marine and police use—the latter in both the medium and ultra-high frequency bands.

For full information regarding Western Electric broadcasting and police radio equipment to meet your particular needs, write to Graybar Electric, Graybar Building, New York—or telephone Graybar's nearest branch.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company* — *In Canada: Northern Electric Co., Ltd.*

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JAN. 1 TO JAN 13, INCLUSIVE

Decisions . . .

JANUARY 8

WNBZ, Saranac Lake, N. Y.—Granted CP change equip., increase 50 to 100 w D.

WGH, Newport News, Va.—Granted CP install new equip., increase 100 to 250 w D.

NEW, Wilton E. Hall, Anderson, S. C.—Granted CP new station 1200 kc 100 w unltd.

WFBC, Greenville, S. C.—Granted CP install new equip., increase 1 to 5 kw D, change transmitter site.

WDAY, Fargo, N. D.—Granted CP change equip., increase 2½ to 5 kw D.

WMT, Waterloo, Ia.—Granted CP move transmitter near Cedar Rapids, move studio to Cedar Rapids if not interfering with WREC.

KWCR, Cedar Rapids, Ia.—Granted CP move station to near Des Moines, studio to Des Moines.

WDGY, Minneapolis—Granted CP change equip., increase 2½ to 5 kw D.

KWK, St. Louis—Granted CP change equip., increase 2½ to 5 kw D.

KECA, Los Angeles—Granted modif. CP extend completion to 3-15-35.

KGB, San Diego, Cal.—Granted modif. CP extend commencement to 2-1-35, completion 5-1-35.

WJEJ, Hagerstown, Md.—Granted license for CP 1210 kc 100 w D.

WLVA, Lynchburg, Va.—Granted license for CP 1200 kc 100 w N 250 D unltd.

WEHC, Charlottesville, Va.—Granted license for CP 1420 kc 100 w N 250 w D sharing WEED N, unltd. D.

WBTM, Danville, Va.—Granted license for CP 1370 kc 100 w N 250 w D spec. hours.

WHDF, Calumet, Mich.—Granted license for CP 1370 kc 100 w N 250 w D spec. hours.

WPTF, Raleigh, N. C.—Granted license for CP 680 kc 5 kw N 5 kw D ltd.

WHBF, Rock Island, Ill.—Granted license for CP 1210 kc 100 w N 250 w D unltd.

KFCB, Seattle—Granted license for CP 650 kc 250 w ltd.

KGEK, Sterling, Col—Granted license for CP 1200 kc 100 w spec. hours.

WMEX, Chelsea, Mass.—Granted modif. license to move studio to Boston.

WDOD, Chattanooga, Tenn.—Granted modif. license to increase from 2½ to 5 kw D.

KFSG, Los Angeles—Granted modif. license to increase from 500 w to 1 kw.

KJBS, San Francisco—Granted modif. license to change from spec. to ltd.

KRKD, Los Angeles—Granted modif. license to increase from 500 w to 1 kw.

WBAL, Baltimore—Granted consent to transfer control to American Radio News Corp.

WLIT, Philadelphia—Granted consent voluntary assignment license to WFIL Broadcasting Co.

WFI, Philadelphia—Granted consent voluntary assignment license to WFIL Broadcasting Co.

WIOD, Miami Beach, Fla.—Granted consent transfer control to Metropolis Publishing Co.

NEW, Wm Schield, Sydney R. Lewis & Harold Smithson, trustees of Golden Empire Brdcstg. Co., Ltd., Chico, Cal.—Granted CP new station 950 kc 250 w D.

W7XBD, Portland, Ore.—Granted modif. CP extend completion to 8-15-35.

KGKF, Scottsbluff, Neb.—Granted CP change equip., increase 100 to 250 w D.

WJBC, Bloomington, Ill.—Granted CP change equip.

WJAC, Norfolk, Neb.—Granted CP change equip.

KFXD, Nampa, Idaho—Granted CP change equip., increase 100 to 250 w D.

KPQ, Wenatachee, Wash.—Granted CP move locally, change equip., increase 100 to 250 w D.

WOL, Washington, D. C.—Granted modif. CP extend completion to 5-15-35.

WSPA, Spartanburg, S. C.—Granted modif. CP extend completion to 3-21-35.

WOC, Davenport, Ia.—Granted modif. CP change equip., granted license for CP move to Davenport, install new equip., change from 1420 to 1370 kc, 100 w unltd.

KOIL, Council Bluffs, Ia.—Granted modif. CP change equip., granted license for CP authorizing move transmitter locally, increase 1 to 2½ kw D, 1 kw N 1260 kc unltd.

KGW Portland, Ore.—Granted modif. CP increase 2½ to 5 kw D, extend commencement to 60 days from Jan. 8, completion to 7-2-35.

ACTION ON EXAMINER'S REPORT—KFEQ, St. Joseph, Mo., granted renewal license on regular basis, sustaining Examiner Hill.

MISCELLANEOUS—WSPD, Toledo, O., denied permission to intervene in applic. Community Brdcstg., Co., for new station in Toledo; KDYL, Salt Lake City, granted permission to intervene hearing of applic. of Paul Q. Callister for new station; Brown Radio Service Lab., Rochester, N. Y., denied petition to reconsider applic. for hearing for new station; Paul Q. Callister, Salt Lake City, granted permission to take depositions for hearing applic. new station, set for hearing Jan. 30; WIP, Philadelphia, action of Nov. 27, 1934, granted temporary extension license reconsidered and applic. for renewal on regular basis to 3-1-35 granted; WIND, Gary, Ind., applic. for renewal of license set for hearing; NEW, Albert T. Roche & Harold Smithson, Chico, Cal., CP erect new station, heretofore set for hearing, dismissed since applic. was superseded; NEW, Joseph M. Hallock, Baker, Ore., CP new station, heretofore set for hearing, dismissed request applic.; WJBK, Detroit, CP move transmitter, heretofore set for hearing, dismissed request applic.; WINS, New York, granted temp. auth. operate 7:15-7:30 p.m. during January.

SET FOR HEARING—WBNX, New York, CP change equip., increase 250 w to 2½ kw D, no change N; NEW, Howell Broadcasting Co., Inc., Rochester, N. Y., CP 1210 kc 100 w N 250 w D unltd.; WRC, Washington, D. C., CP move station locally, install new equip., increase 500 w N 1 kw D to 1 kw N 5 kw D 950 kc unltd.; WHBC, Canton, O., CP change equip., increase 100 to 250 w D; WGBI, Scranton, Pa., CP install new equip., increase 250 w to 1 kw; NEW, Clinton Broadcasting Corp., Clinton, S. C., CP 620 kc 500 w D; NEW, Leo J. Blanchard, Fredericksburg, Tex., CP 1310 kc 100 w spec.; NEW, Valley Broadcasting Service, Chattanooga, Tenn., CP 1120 kc 100 w D; NEW, William L. Waltman, Muskogee, Okla., CP 1500 kc 100 w unltd.; NEW, Denton Broadcasting Co., Eugene DeBogory, Denton, Tex., CP 1420 kc 100 w D; NEW Palestine Broadcasting Assn., Palestine, Tex., CP 1420 kc 100 w D.; NEW, Big Springs, Tex., CP 1210 kc 100 w D; NEW, Eugene DeBogory, Temple, Tex., CP 1310 kc 100 w D; NEW, E. W. Patrick, Brookfield, Mo., CP 1310 kc 100 w unltd.; NEW, Mississippi Valley Broadcasting Co., Inc., East St. Louis, Ill., CP 1500 kc 100 w unltd.; KFJB, Marshalltown, Ia., CP change equip., change from 1200 to 1230 kc, increase from 100 w N 250 w D to 500 w, increase hours from spec. to unltd.; NEW, Dr. George W. Young, Minneapolis, CP 1370 kc 100 w unltd.; NEW, George B. Bairey, Valley City, N. D., CP 1310 kc 100 w unltd.; KWTO, Springfield, Mo., CP change equip., increase from 1 to 5 kw D; WBBR, Brooklyn, CP change equip., increase 1 to 5 kw D; WIND, Gary, Ind., CP change equip., increase 2½ to 5 kw D; WCAZ, Carthage, Ill., CP change equip., increase 100 to 250 w D; NEW, Helena Brdcstg. Co., Helena, Mont., CP new station 1420 kc 100 w unltd.; NEW, Twin Cities Broadcasters, Centralia., Wash., CP new station 1200 kc 100 w unltd.; NEW, Fred L. Packard, A. Rosenberg, Los Angeles, CP new station 1160 kc 250 w D; NEW, Radio Service Inc., Las Vegas, Nev., CP new station 1200 kc 100 w unltd.; KCFJ, Los Angeles, CP change equip., increase to 250 w D, operate with 250 w midnight to 6 a.m.; WKRC, Cincinnati, modif. CP change equip., increase from 500 w to 1 kw N and 2½ to 5 kw D, extend completion 90 days after 1-29-35; WATR, Waterbury, Conn., modif. license from 1190 to 1200 kc, increase hours D to unltd.; WFBR, Baltimore., modif. license to increase from 500 w to 1 kw; WSAI, Cincinnati, modif. license to increase 2½ to 5 kw D; WHBL, Sheboygan, Wis., modif. license from 1410 to 1300 kc, decrease from 500 to 250 w N, change hours from sharing WROK to unltd.; KGAR, Tucson, Ariz., modif. license from 1370 to 1450 kc, increase 100 to 250 w N; KALE, Portland, Ore., modif. license from 1300 to 1250 kc, change hours from spec. to unltd.; KDFN, Casper, Wyo., modif. license from 1440 to 630 kc; WFEA, Manchester, N. H., exp. auth. increase 500 w to 1 kw N; WGAR, Cleveland, exp. auth., increase 500 w to 1 kw N; NEW, Utah Broadcasting Co., Salt Lake City, CP new station 1500 kc 100 w unltd.

SPECIAL AUTHORIZATIONS—KSOO, Sioux Falls, S. D., granted extension temp. auth. operate spec. hours; WNAD, Norman, Okla., granted temp. auth. operate spec. hours if KGGF remains silent.

Applications . . .

JANUARY 2

NEW, Ashland Broadcasting Co., Ashland, Ky.—CP new station 1310 kc 100 w unltd.

WSPD, Toledo, O.—Modif. CP as modified to change equip., move transmitter, amended re equip.

NEW, Price Siever, O. L. Bayless, J. W. Steele, Jr., Duncan, Okla.—CP new station 1500 kc 100 w unltd.

NEW, East Texas Broadcasting Co., Dallas—CP new station 1500 kc 100 w specified hours, amended to simul.—D with KGKB and specified hours 8 p.m. to midnight.

NEW, Homer York, Lufkin, Tex.—CP new station 1340 kc 250 w unltd., amended re studio location.

WJBO, Baton Rouge, La.—License for CP as modified to install new equip., move studio and transmitter.

NEW, Lakeland Broadcasting Co., Lakeland, Fla.—CP new station 1200 kc 100 w unltd., amended transmitter and studio to Hotel Florida.

NEW, Wm. A. Schall, Omaha, Neb.—CP new station 1420 kc 100 w unltd., amended to 1500 kc.

WHBL, Sheboygan, Wis.—CP install new equip.

NEW, Springfield Newspapers, Inc., Springfield, Mo.—CP new station 1120 kc 250 w unltd.

NEW, Mississippi Valley Broadcasting Co., Inc., Jefferson City, Mo.—CP new station 1210 kc 100 w D.

KFRU, Columbia, Mo.—Modif. license to change from sharing WGBF, WOS to sharing WGBF and simul. WGBF (contingent release of hours by WOS).

KXL, Portland, Ore.—CP change from 1420 to 1410 kc, change equip., increase from 100 w 250 w LS to 500 w.

KFRC, San Francisco—Modif. CP as modified to extend commencement date to 2-1-35 and completion to 5-1-35.

KHJ, Los Angeles—Modif. CP as modified to extend commencement to 2-1-35 and completion to 5-1-35.

(*Continued on page 51*)

Radio: The Fifth Estate

(*Continued from page 30*)

Gruenberg plead for a "white" list of good programs rather than for hysterical censorship.

Radio in the United States is paid a striking tribute by Dr. Stephen Duggan, director of the Institute of International Relations, who claims that our advertising-supported broadcasts are freer from propaganda than are those of any other nation in the world. William Hard does his usual splendid work in showing the constructive force which American radio exerts on public opinion, while Dr. Glenn Frank, president of the University of Wisconsin, goes so far as to suggest that broadcasting may some day completely revolutionize our present convention system of picking national candidates.

The utter impracticability of applying the Canadian system in the United States, and the expression of grave misgivings as to its ultimate success in Canada, are voiced by Merrill Denison, author and dramatist. Those enamored with governmental broadcasting should be required to read the article by Herr Dressler Andress, which paints with amazing frankness the extent to which broadcasting has been used to inculcate the public with Nazi principles.

Undoubtedly the greatest contribution in the volume is the scholarly and thought-provoking analysis of radio and freedom of speech presented by Mr. Caldwell. Few have made a more thorough study of the entire subject of freedom of speech, and it is a matter of grave concern to hear him claim that the constitutional guarantees of freedom of speech have been seriously impaired, potentially, in the structure of radio law which has been reared in this country since 1927.

Other items of interest include a complete spiking of the criticism that American radio appeals only to the lower cultural groups, by Dr. Hettinger; a splendid tribute to the social service rendered by broadcasting by Louis E. Kirstein, prominent retailer and former NRA executive, and a picture of possible future educational broadcasting by John Erskine, author, which would do more to revolutionize education than to change broadcasting. In some ways it is a pity that the controversial aspects of broadcasting were not treated more thoroughly, but limitation of space probably prevented this.

Applications Cont'd . . .

KGB, Los Angeles—Modif. CP as modified to extend commencement to 2-1-35, completion to 5-1-35.

KGHL, Billings, Mont.—Extension exp. auth. to operate 780 kc to 2-1-35.

APPLICATION RETURNED—NEW, Edwin A. Kraft d/b as Northwest Radio Advertising Co., Juneau, Alaska, CP new station 610 kc or best available, 250 w unltd.

JANUARY 4

WHDL, Tupper Lake, N. Y.—Auth. install automatic freq. control.

WINS, New York—Modif. license to change name to Hearst Radio, Inc.

WPHR, Petersburg, Va.—Requests consent to transfer control of corporation.

WWJ, Detroit—CP new equip., move transmitter, increase from 1 kw to 1 kw 5 kw LS.

WSVA, Staunton, Va.—Modif. CP extend completion to 4-4-35.

NEW, Benavides Independent School District, Benavides, Tex.—CP new station 1350 kc 100 w D amended to 1310 kc 50 w.

KGKO, Wichita Falls, Tex.—Extension spec. auth. operate additional 250 w N to 9-1-35.

KGRS, Amarillo, Tex.—Modif. license from specified to unltd., amended to contingent granting of WDAG applic, for change in freq.

KGKO, Wichita Falls, Tex.—Modif. spec. auth. for 750 w additional N (1 kw) to 9-1-35.

NEW, Eugene DeBogory, tr. as Brownsville Broadcasting Co., Brownsville, Tex.—CP new station 1370 kc 100 w unltd.

WPAX, Thomasville, Ga.—License for CP move studio and transmitter, change equip. and hours.

KTSA, San Antonio, Tex.—Modif. spec. auth. as modified for 550 kc 5 kw midnight to 6 a.m. to 4-1-35, amended to 1 to 6 a.m.

WSIX, Springfield, Tenn.—CP move transmitter and studio amended from 1210 to 1370 kc.

WROK, Rockford, Ill.—Modif. license to change hours from S-WHBL to unltd. (contingent upon granting WHBL applic. for freq. change).

KSD, St. Louis—Modif. CP as modified to change equip. and extend commencement to 10 days after grant and completion to 150 days thereafter.

NEW, Garden City Broadcasting Co., Garden City, Kan.—CP new station 1210 kc 100 w unltd. amended re transmitter site.

NEW, W. R. Cramer & G. A. Anderson d/b as Omaha Broadcasting Co., Omaha, Neb.—CP new station 1200 kc 100 w unltd. amended to 1500 kc and transmitter site.

WHBU, Anderson, Ind.—Consent to transfer control of corporation.

WFBM, Indianapolis—CP move studio and transmitter and change equip., amended re equip. and increase 1 to 5 kw D.

WHFC, Cicero, Ill.—CP install new equip., increase 100 to 250 w D.

JANUARY 5

WISN, Milwaukee—Modif. license to change name to Hearst Radio, Inc.

NEW, Riverside Broadcasting Co., Riverside, Cal.—CP new station 820 kc 100 w D amended re equip. and increase from 100 to 250 w D.

KQW, San Jose, Cal.—License for CP as modified to change equip., increase power.

KSL, Salt Lake City—Determine power by direct measurement amended re equip.

KJBS, San Francisco—License for CP as modified to change equip., increase from 100 to 500 w.

NEW, Eugene DeBogory, d/b as Dallas Radio Research Engineers, Dallas, Tex.—CP for new exp. station 1550 kc 1 kw D & N.

APPLICATIONS RETURNED—WSPA, Spartanburg, S. C., modif. CP as modified to install new equip.; WBHS, Huntsville, Ala., CP move studio and transmitter, change call letters to WTVA; NEW, Universal Advertising Agency, Laredo, Tex., authority to transmit sustaining programs to all stations in Mexico; NEW, I. J. & J. Kohn, Nashville, Tenn., CP new station 1370 kc 100 w unltd.; NEW, Palm Beach Broadcasting Service, West Palm Beach, Fla., CP new station 1370 kc 100 w unltd.; NEW, First Baptist Church, Stamford, Tex., CP new station 1210 kc 30 w spec. hours; NEW, L. C. Memmott & E. H. Carter, Rapid City, S. D., CP new station 1200 kc 100 w N 250 w LS spec. hours; NEW, Southwestern Broadcasting Co., San Diego, Cal., CP new station 1210 kc 100 w unltd.

JANUARY 7

WJZ, New York—Extension exp. auth. to use 50 kw to 8-1-35.

WHK, Cleveland—Modif. license to increase from 1 and 2½ kw D to 5 kw D.

WWPA, Clarion, Pa.—Modif. CP extend commencement and completion dates.

WPHR, Petersburg, Va.—Modif. CP extend completion date.

WORK, York, Pa.—Extension exp. auth. change from 100 to 1320 kc, change from D to unltd., use directional antenna.

WKRC, Cincinnati—Extension exp. auth. use 1 kw to 9-1-35.

WWPA, Clarion, Pa.—Auth. to transfer control to Fort Industry Co.

WSGN, Birmingham, Ala.—License for CP as modified to increase D power, change equip.

WNBR, Memphis—Modif. license to increase 500 w to 1 kw D.

KTHS, Hot Springs, Ark.—Extension spec. auth. to change from 1040 to 1060 kc, change hours.

WTCN, Minneapolis—Modif. CP move transmitter, change type of antenna, extend completion date.

KWTN, Watertown, S. D.—Modif. CP as modified to extend completion date.

WIBW, Topeka, Kan.—License for CO increase power, install new equip.

NEW, William B. Smullin, Salem, Ore.—CP 1330 kc 500 w unltd, amended to 1440 kc, change equip.

APPLICATION RETURNED—KIT, Yakima, Wash., voluntary assignment license to Valley Broadcasters, Inc.

JANUARY 10

WBAL, Baltimore—Extension exp. auth. operate simul. with KTHS spec. hours 2-1-35 to 8-1-35.

NEW, Worcester Broadcasting Co., Inc., Worcester, Mass.—CP new station 1200 kc 100 w unltd. (Resubmitted.)

NEW, Cumberland Bdrcstg. Co., Inc., Portland, Me.—CP new station 1210 kc 100 w unltd. (Resubmitted.)

NEW, Hartford Bdrcstg. Co., Inc., Hartford, Conn.—CP new station 1200 kc 100 w unltd. (Resubmitted.)

WMBQ, Brooklyn — Involuntary assignment license to Paul J. Gollhofer & Lillian B. Kiefer, d/b as Radio Station WMBQ.

WBIG, Greensboro, N. C.—Auth. determine power by direct measurement.

WPTF, Raleigh, N. C.—License to use old transmitter as auxiliary; modif. exp. auth. to use 5 kw to 2-1-35.

NEW, Pope Foster, Mobile, Ala.—CP new station 1200 kc 100 w D, amended to 1500 kc 100 w unltd.

NEW, Neth L. Leachman, Dallas, Tex.—CP new station 1200 kc 100 w unltd., amended to change name to Centennial Brdcstg. Corp.

KGKO, Wichita Falls, Tex.—Exp. auth. 1240 kc 1 kw spec. hours; KTAT, Fort Worth, Tex., exp. auth. 570 kc 500 w spec. hours.

NEW, Educational Radio, Inc., Spartanburg, S. C.—CP new station 1420 kc 100 w unltd., amended re equip.

WHJB, Greensburg, Pa.—CP change equip.

JANUARY 11

WHDL, Olean, N. Y.—CP change equip., increase from 100 to 250 w, move transmitter locally.

WLNH, Laconia, N. H.—Modif. license to increase hours from D to unltd., 100 w N.

WJAR, Providence, R. I.—Extension exp. auth. additional power 250 w 3-1-35 to 9-1-35.

WLW, Cincinnati—Modif. license to increase from 50 to 500 kw.

NEW, Ardmoreite Pub. Co., Inc., Ardmore, Okla.—CP new station 1210 kc 100 w spec. hours, amended to D.

KMAC, San Antonio—CP move transmitter, change frequency, increase power and hours, amended to exp. auth. change from 1370 to 940 kc, increase from 100 w to 1 kw, increase hours from Sh-KONO to unltd., change equip., move transmitter to Rural.

WNBR, Memphis—Auth. determine power by direct measurement.

NEW, Eugene DeBogory & Mildred English, d/b as Dallas Brdcstg. Co., Dallas, Tex.—CP new station 1500 kc 100 w, amended re transmitter location and change hours to spec. 100 w.

NEW, Duluth Brdcstg. Co., Duluth, Minn.—CP new station 1200 kc 100 w unltd., amended to 1500 kc.

NEW, KGBX, Inc., St. Joseph, Mo.—CP new station 1500 kc 100 w N 250 w D unltd., amended to 100 w D & N.

KFEQ, St. Joseph, Mo.—Modif. license to increase D to unltd., and from 2½ kw D to 500 w N, 2½ kw D.

WISN, Milwaukee, Wis.—CP change equip., move transmitter locally, increase from 250 w N 1 kw D to 1 kw D & N.

KRKO, Everett, Wash.—CP change equip., move transmitter and studio locally.

KOOS, Marshfield, Ore.—Modif. CP change equip., change from 1370 to 1200 kc, increase from 100 w to 250 w to request further change to 1260 kc and extend completion date, amended to request 1390 kc.

NEW, Edwin A. Kraft, d/b as Northwest Radio Advertising Co., Juneau, Alaska—CP erect new station 610 kc 250 w unltd. (Resubmitted.)

KGVO, Missoula, Mont.—CP new equip., change from 1200 to 1260 kc, increase from 100 w to 1 kw, amended requesting move of transmitter and further equip. changes.

NEW, Eagle Rock Brdcstg. Co., Charles A. Butler, E. Kaufman, Eagle Rock, Cal.—CP new station 1160 kc 250 w D, amended re transmitter site.

KMTR, Los Angeles—CP change equip.

APPLICATIONS RETURNED—WMBQ, Brooklyn, involuntary assignment license; WMFD, Wilmington, N. C., modif. CP for new station requesting extension completion date; WMC, Memphis, modif. exp. auth. operate additional power without directional antenna; WPTF, Raleigh, N. C., extension exp. auth. for 5 kw to 11 p.m.; NEW, Victor B. Pitts, Raton, N. M., CP new station 1500 kc 50w D.; KVI, Seattle, modif. license from 1370 to 1070 kc, hours from sharing KRKO to D.

Ratifications . . .

KIDW, Lamar, Col.—Granted temp. auth. operate simultaneous with KGIW for 30 days. (Action taken Dec. 17.)

(*Continued on page 53*)

WANTED: 100 ENGINEERS TO MAKE A TEST!

. . . to prove for themselves what a number of large studios have discovered—that the Amperite SR-80 Velocity is definitely the leading microphone in the professional class—and that it's the easiest way to improve any installation! Now, a TWO-WEEKS TRIAL is offered, and limited, to 100 responsible broadcast engineers. Get the details of this offer, and the 7-points of superiority of the SR-80, in our illustrated *Bulletin F2*. Write for it now!

AMPERITE Corporation 561 BROADWAY NEW YORK

AMPERITE Velocity MICROPHONE

Did your station shut-down the last time you were home ill? That might sound silly to you . . . but some radio-men think they are indispensable. Of course . . . they're wrong . . . for there's another man waiting for your job RIGHT NOW!

There's just as much opportunity in front of the control board as there is in front of the "mike."

There's good money and a good future in radio for those men who have sufficient technical training to take advantage of the opportunity when it arrives. CREI offers you the original course in advanced practical radio engineering to help you HOLD and IMPROVE your present position. Today, there are CREI students and graduates in more than 120 U. S. broadcast stations. These men are "going places" . . . why don't you?

Write today for complete information about the CREI home study and residence courses . . . and the easy way you can pay for this valuable technical education.

New 44-page illustrated catalog mailed on request.

CAPITOL RADIO ENGINEERING INSTITUTE

DEPT. B-1
14th and PARK ROAD, N. W.
WASHINGTON, D. C.

New Office Booking Time On Foreign Broadcasters

CAPT. LEONARD F. PLUGGE, British advertising man who recently came to this country to survey the radio situation, has announced the formation of Imperial Broadcasting Corp., of London, representing various stations in France, Spain and other European countries where commercial programs are accepted. American offices have been opened in the RCA Bldg., New York, with Mr. Plugge, Clarence Davis and Alex Wiren as resident directors. The company is offering time on the 10,000-watt "Radio Normandie," of France, for American advertisers seeking to reach the British Isles where the British Broadcasting Corp. accepts no commercial accounts; on the 100,000-watt Paris Poste Parisien station, and on the 200,000-watt Radio Luxembourg, among others in Europe.

Foreign Programs

BROADCASTING Abroad, Inc., exclusive sales representatives of Broadcasting Abroad, Ltd., has opened recording studios at 29 W. 57th St., New York, occupying the entire tenth floor. The organization specializes in building and broadcasting programs in foreign countries for American exporters and advertising agencies. Programs are broadcast over leading foreign stations which the company represents.

Future of Radio Advertising

(*Continued from page 9*)

any other medium, and uses it only when it seems to be indicated.

Moreover, the agency is in the best possible position to coordinate all the various forms of advertising employed by a manufacturer and to devise a type of program which best suits the central selling theme of the advertiser. If it takes the time and the trouble to learn the technique of broadcasting and to assemble specialists in music, dramatic writing, and program direction, it is in a particularly favorable position to decide whether an advertiser should use broadcasting, and, if so, to create the type of program best suited to his needs.

In the end, the decision for accepting, revising, or rejecting a commercial program rests with the advertiser who pays the bill. The weight carried by his agency's opinions depends upon his confidence in the judgment and experience of its members.

Danger of Bureaucracy

RECENTLY, well-advised advertising agencies have been pointing out to their clients that extremely vocal groups have come into existence to protest against offensiveness and horror and cheapness on the radio. They can and will make themselves felt if once they are sufficiently organized and properly led. The danger is that they may not be able to stop at reformation. They may find that through their legislators, always eager to cock an ear for a popular issue, they will have taken broadcasting out of its present hands and rested it in bureaucracy. It would seem that that would be the end of the higher level to which much of radio has climbed.

Only industrial competition could have laid before the public every one of the finest voices in existence, every one of the greatest musical organizations, and most of the popular stars of the stage and the motion pictures. If the pendulum swings in the other direction, there will be little incentive to the greatest personalities in the field of entertainment to permit themselves to be beguiled to the air.

Only a commercial sponsor will pay the high-priced piper. The cost, like that of all advertising, means only the tiniest fraction of a cent per package when it is spread over the mass sales of a national advertiser. But what political appointee would risk having it known that out of public funds he was paying a great artist several thousands of dollars for a few songs?

Moreover, for planning and directing programs, broadcasting's high rewards have attracted people who know their showmanship as it appeals to the millions. The head of one of the networks recently pointed out that the educational interests of the country are not entitled to any further time on the air until they have learned something about showmanship. Most educational efforts in radio have succeeded in being so dull that their value was only a fraction of what it might have been.

In bureaucratic hands, directed by those who insist upon programs of high caliber but have never learned the knack of being interesting, it is not difficult to foresee the result in this country. The American public's appetite is whetted for novelty and skill in showmanship. It will not be interested in anything that is worth while unless it is also entertaining.

Self-restraint Needed

THE BETTER solution for the future of radio would be for it to reform itself from within, as all advertising must do. In the scramble to sell time on the air, the networks must not fail to exclude many products, just as today liquor advertising is excluded. That much would be easy. The real difficulty lies with the advertiser, who individually should realize that while a cheap or over-commercialized program may pay today, a better balance of restraint will in the end build a larger audience and insure a continuance of the present American system. The trouble is that there are always some who will not abide by the rules.

Those who are familiar with American broadcasting remember the exact time when commercial announcements became annoying. It happened about five years ago. Up to that time all advertisers felt that they must woo the public, and that their advertising must be lightly applied and sparsely scattered through their programs.

Then one advertiser broke away. He coached his announcers to pound home his selling points repetitively and aggressively. On every hand people who discussed radio were loud in their damnation of this particular program. And its sponsor's sales went up! The reason was quite simple. He gave a good show, and he was the first to take advantage of all the other sponsors. He was trading upon a receptive state of mind which they had created.

Then the floodgates opened. Each advertiser said to himself that there was no reason for him to prepare a listening audience for this one advertiser to address so emphatically and directly. All commercial announcements grew longer and more insistent.

It would be a misfortune if, merely for the restriction of those who refuse to restrain themselves, a set of definite regulations were to be imposed upon those who want broadcasting to be effective. Better far would be the elimination of some of the things which are not in the interests of the listener and cannot ultimately profit the sponsor or radio itself.

Survey by WBS

BELIEVING more information on transcriptions would interest agencies and advertisers, as well as stations, the WBS sales promotion department has asked its 108 affiliated stations to answer the following: Number of transcriptions used in daytime and in evening; how many are "World"; what percentage of broadcasting day to transcriptions consume, commercial and sustaining. The survey is being handled by Adrian J. Flanter, sales promotion manager.

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

K-A-X

PATENT PENDING

KEAR ANTENNA EXCITATION SYSTEM

Used on new Airways Radio Range Beacon Stations

Recent K-A-X installations

WKRC, WORC, WPEN, WPRO, WORK, W1XBS

A *STABILIZED* DIRECTIVE SYSTEM WHICH WILL:

Reduce interfering signals with neighboring stations on same channel.

Increase service area in non-interfering zones.

Designed, constructed and installed to meet your requirements.

WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building — Washington, D. C.

Ratifications . . .

(*Continued from page 51*)

KMBC, Kansas City—Granted temp. auth. use aux. transmitter for N operation. (Action taken Dec. 21.)

WJBO, Baton Rouge, La.—Granted temp. auth. operate without freq. monitor. (Action taken Dec. 21.)

WHEB, Portsmouth, N. H.—Granted temp. auth. operate specified hours. (Action taken Dec. 21.)

WPTF, Raleigh, N. C.—Granted auth. extend program test period 15 days. (Action taken Dec. 20.)

WOC, Davenport, Ia.—Granted auth. extend program test period 30 days. (Action taken Dec. 20.)

WORK, York, Pa.—Granted extension temp. auth. operate without freq. monitor to Jan. 12. (Action taken Dec. 22.)

KGIR, Butte, Mont.—Granted modif. CP change equip., extend completion date 90 days. (Action taken Dec. 24.)

WJEJ, Hagerstown, Md.—Granted auth. extend program test period 30 days. (Action taken Dec. 26.)

KWEA, Shreveport, La.—Granted extension temp. auth. remain silent 1-2-35 to 3-1-35. (Action taken Dec. 27.)

WJAY, Cleveland—Granted temp. auth. operate 5:15-6:15 p.m. in January. (Action taken Dec. 27.)

WFI, Philadelphia—Granted extension temp. auth. operate 560 kc 1 kw sharing WLIT 12-29-34 to 1-27-35. (Action taken Dec. 27.)

WLIT, Philadelphia—Same as above.

WSMK, Dayton, O.—Granted extension temp. auth. operate simultaneous evening with KQV in January. (Action taken Dec. 27.)

KQV, Pittsburgh, Pa.—Same as above.

WPAD, Paducah, Ky.—Granted auth. extend program test period. (Action taken Dec. 28.)

WNRA, Muscle Shoals City, Ala.—Granted extension temp. auth. operate unltd. pending resumption operation of WAMC, not later than July 1. (Action taken Dec. 31.)

WTCN, Minneapolis—Granted extension temp. auth. use WLB transmitter to 2-1-35. (Action taken Dec. 31.)

KFJM, Grand Forks, N. D.—Granted temp. auth. operate without freq. monitor for 30 days. (Action taken Dec. 31.)

KGIW, Alamosa, Col.—Granted temp. auth. operate simul. KIDW specified hours for 30 days. (Action taken Dec. 31.)

KQW, San Jose, Cal.—Granted extension temp. auth. operate without freq. monitor Jan. 1-15. (Action taken Dec. 31.)

KWAR, E. Lansing, Mich.—Granted temp. auth. operate specified hours. (Action taken Dec. 31.)

NEW, National Battery Brdcstg. Co., St. Paul—Set for hearing CP new station 680 kc 500 w N 1 kw D unltd. (Action taken Dec. 31.)

WPFB, Hattiesburg, Miss.—Applic. consent vol. assignment license granted Dec. 11 reconsidered and set for hearing; temp. auth. granted to continue operation to Jan. 30 subject action on pending applications. (Action taken Dec. 31.)

KGMC, Texarkana, Ark.—License extended 1 month from Jan. 1 pending receipt of and action on application for renewal. (Action taken Dec. 31.)

WRAK, Williamsport, Pa.—Same as above.

KPJM, Prescott, Ariz.—License extended 3 months from Jan. 1 pending renewal proceedings. (Action taken Dec. 31.)

WGL, Ft. Wayne, Ind.—License extended 1 month from Jan. 1 pending receipt of and action on renewal application. (Action taken Dec. 31.)

WABY, Hudson Falls, N. Y.; WHDL, Tupper Lake, N. Y.; WOC, Carter Lake, Ia.—Licenses extended 1 month from Jan. 1 pending proceedings on renewal. (Action taken Dec. 31.)

WEED, Rocky Mount, N. D.; WOPC, Albany, Ga.; WRDW, Augusta, Ga.; KNOW, Austin, Tex.; WPRR, Petersburg, Va.—Granted renewals for regular period. (Action taken Dec. 31.)

WBTM, Danville, Va.—Granted auth. extend program test period 30 days. (Action taken Jan. 2.)

KGRL, Billings, Mont.—Granted extension temp. auth. operate 780 kc in January. (Action taken Jan. 3.)

WPTF, Raleigh, N. C.—Granted auth. extend program test period 15 days. (Action taken Jan. 3.)

KGKB, Tyler, Tex.—Granted extension temp. auth. operate spec. hours. (Action taken Jan. 3.)

KOTN, Pine Bluff, Ark.—Granted temp. auth. operate spec. hours. (Action taken Jan. 3.)

WWJ, Detroit—Granted extension temp. auth. operate 100 w 920 kc midnight to 6 a.m. in January. (Action taken Jan. 3.)

WAML, Laurel, Miss.—Granted temp. auth. operate spec. hours. (Action taken Jan. 3.)

WOPI, Bristol, Tenn.—Granted temp. auth. operate without freq. monitor 3 weeks. (Action taken Jan. 3.)

WORK, York, Pa.—Granted modif. temp. auth. approving field intensity survey. (Action taken Jan. 4.)

WHJB, Greensburg, Pa.—Granted spec. auth. operate spec. hours. (Action taken Jan. 4.)

WIEK, WIEL, New York—Granted auth. pickup operation Jan. 4-11. (Action taken Jan. 4.)

WBDO, Orlando, Fla.—Granted extension temp. auth. operate additional 750 w N in January. (Action taken Dec. 28.)

Examiners' Reports . . .

NEW, T. H. Barton, El Dorado, Ark.—Examiner Hyde recommended (I-14) that application for CP for new 100 w station, 1370 kc, be granted.

NEW, A. R. Montgomery, Findlay, O.—Examiner Walker recommended (I-15) that application for CP for experimental 1 kw station, 1530 kc, be denied.

NEW, Dr. William J. Reynolds & William J. Reynolds, Jr., Selma, Ala.—Examiner Hyde recommended (I-16) that application for CP for new 100 w station, 1500 kc, be denied.

NEW, T. B. Lanford, R. M. Dean & L. M. Sepaugh, d/b as Calcasieu Brdcstg. Co., Lake Charles, La.—Examiner Hyde recommended that application for CP 1500 kc 100 w unltd. be granted.

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

25,000 WATTS

DAYTIME POWER

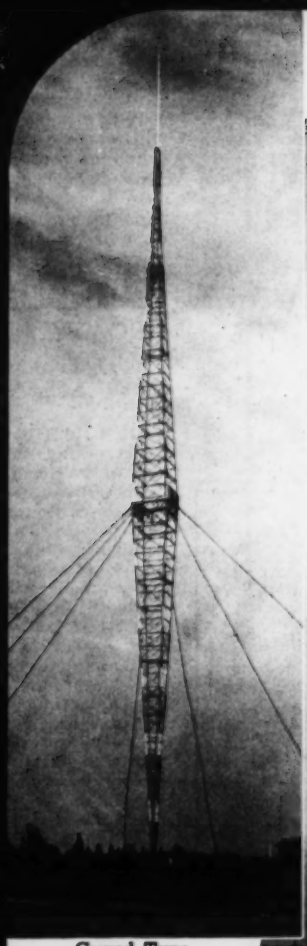
The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

These Stations Use

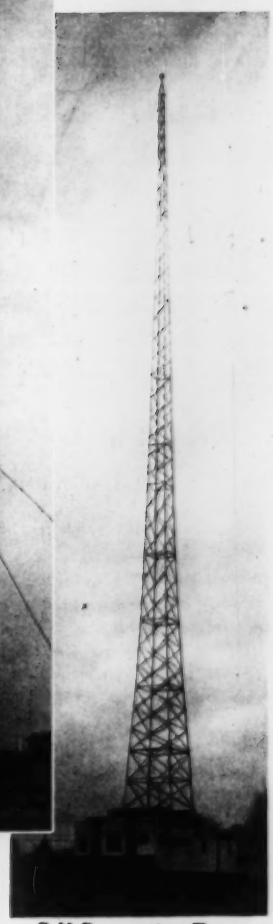
BLAW-KNOX VERTICAL RADIATORS

for increased efficiency

WAAB WNAC Squantum, Mass.
WABC Wayne, N. J.
WFEA Manchester, N. H.
WCAU Philadelphia, Pa.
WSM Nashville, Tenn.
WLW Cincinnati, Ohio
WNEW Carlstadt, N. J.
WBNS Columbus, O.
Budapest, Hungary
Vienna, Austria
WJR Detroit, Mich.
WHO Des Moines, Iowa
WBT Charlotte, N. C.
"El Mundo" Buenos Aires, Argentine
WJBO Baton Rouge, La.
KMBC Kansas City, Mo.
KSO Des Moines, Iowa
WHN New York, N. Y.
WKRC Cincinnati, Ohio
WAVE Louisville, Ky.
WIND Gary, Indiana
WIL St. Louis, Mo.
CKTB St. Catherines, Canada
Brazil Journal Rio de Janeiro, Brazil
Radio Diffusora Sao Paulo, Brazil
WPEN WRAX Philadelphia, Pa.
WPRO Providence, R. I.
WNEL San Juan, Porto Rico
WTCN Minneapolis, Minn.
KGER Long Beach, Calif.
WFBR Baltimore, Md.
WBIG Greensboro, N. C.
KWKH Shreveport, La.
WIXBS Waterbury, Conn.
WOR Carteret, N. J.
CKY Winnipeg, Canada
WORK York, Pa.
WQAM Miami, Florida
WIBW Topeka, Kansas
CHNS Halifax, Nova Scotia
WMAZ Macon, Ga.
WSPD Toledo, Ohio
KTUL Tulsa, Oklahoma
WGN Chicago, Ill.
CKLW Windsor, Ontario
Kansas City, Mo.
WPFM (Police) Birmingham, Ala.
WPFD (Police) Knoxville, Tenn.
WPGS (Police) Mineola, L. I.
KGZX (Police) Albuquerque, N. Mex.
KGPB (Police) Minneapolis, Minn.
WPGL (Police) Binghamton, N. Y.
WPGH (Police) Albany, N. Y.
KGHX (Police) Santa Ana, Calif.
WPDY (Police) Atlanta, Ga.
KSFE (Police) Duluth, Minn.
U. S. Government Kansas City, Mo.
U. S. Dept. of Commerce 352 Radiators at Various Locations



Guyed Type



Self-Supporting Type (Rigid)

This impressive list of users is evidence of the widespread acceptance of Blaw-Knox VERTICAL RADIATORS—both the Guyed Type and the Self-Supporting (Rigid) Type.

Blaw-Knox Vertical Radiators are available in all heights from 79 ft. to 1050 ft.

Take advantage of Blaw-Knox experience.

BLAW-KNOX COMPANY

2038 Farmers Bank Bldg., Pittsburgh, Pa.

Offices and Representatives in Principal Cities

BLAW-KNOX

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Wanted to Buy

Will pay cash for standard one thousand watt W.E. 6B or RCA broadcast transmitter with power supply and microphone equipment. Box 262, BROADCASTING.

Situations Wanted

Progressive executive seeks connection with station or agency as Program or Production Manager. Local and chain experience, thorough musician, announcer, handle special events, produce shows. Will go anywhere and produce results. Box 261, BROADCASTING.

Commercial manager of thousand watt station desires position as station manager. Prefer low powered station. Excellent record of sales promotion and organization over fifteen year period. At present employed. Box 263, BROADCASTING.

Program director, musical director, continuity writer, announcer, violinist and orchestra leader. Eight years experience. Fine recommendations. Box 265 BROADCASTING.

Engineer—B. S. Degree in Electrical Engineering. 12 years experience in broadcast station construction, installation, operation and maintenance. Best references. Available on short notice. Box 258, BROADCASTING.

Production man. Experienced announcer, continuity writer, program manager. 25 years old, college graduate, excellent references. Box 266 BROADCASTING.

Western Electric 1 Kw. 106 B Transmitter FOR SALE

A well known Radio Station, which recently has been granted a permit to operate at a high power, will sell its present Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000.

The transmitter is in perfect operating condition and complete with Western Electrical Crystal control, all tubes including spare Western Electric 228A power tube and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation and can be operated on any power from 100 watts to 1 kw.

The transmitter is on the air every day and can be inspected and checked under actual operating conditions.

Correspondence is invited from anyone interested in securing this equipment at a bargain price.

Box 264 % Broadcasting

The Other Fellow's Viewpoint . . .

Spikes NBC Rumor

To the Editor of BROADCASTING:

The National Broadcasting Co., is not considering moving its Pacific Coast headquarters to Los Angeles, all rumors to the contrary notwithstanding. We have our transmitters, studios and general staff in San Francisco and we are not likely to move them to a point where we have no transmitters or no natural outlet or control of programs which we might create.

I think this answers your question completely. I have made essentially the same statement whenever I have been asked but the rumor still persists. In fact I might say that a short time ago when I was in Los Angeles a publication of general appeal to radio and movies made the statement that contrary to the denials of the Pacific Coast executives definite orders had been received at San Francisco to curtail production there and enlarge production in Los Angeles. Since that time we have sold two transcontinental programs out of San Francisco and production has increased rather than diminished, and if such instructions were received out here they were never heard of by me.

I called this to the attention of the editor of this publication and his reply was—"Pay no attention to that: this is just a filler which we use occasionally." And that is about how substantial all the stories are.

We have definite need to improve our facilities in Hollywood to take care of productions which we are compelled to present from there. What form this improvement will take we do not know. After months of study we are still in the dark. If we knew how permanent productions from there would be, or if there was any guarantee that they would continue in their present volume or increase it would be much simpler.

DON. E. GILMAN,
Vice-President,
Dec. 26, 1934 *NBC, San Francisco.*

BOMBS AND METERS
WBT Engineers Taken for Thugs by Officer

A. B. CHAMBERLAIN and W. B. Lodge, Chief Engineer and Assistant to the General Engineer for Columbia Broadcasting System, found themselves facing gaping jail doors last week when they couldn't explain to a China Grove (population 1,258) police officer what a field intensity meter was.

The two engineers spent a week at Charlotte, N. C., making tests on the new vertical radiator for WBT, key southern outlet for Columbia. Arriving at China Grove at 2 o'clock in the morning, they parked their car on a vacant lot beside a store. As they worked with flash lights, nearby residents were aroused and the cop was called. He approached, brandishing a six-shooter and ordered Messrs. Chamberlain and Lodge to "stick 'em up."

Finally the two engineers prevailed on him, before putting them away in the bastile, to put in a long distance call to Bill Schudt, manager of WBT. A happy thought came to Schudt and he told the sheriff he would have Grady Cole, WBT columnist, mention his name on the air next day. That worked and the engineers came home with no jail experiences.

The new vertical radiator for WBT, Southern 50,000 watt Key Station for Columbia located at Charlotte, N. C., was placed in service Dec. 17 and tests are said to show that it gives the station the equivalent of an increase in broadcasting power to 100,000 watts. The new 435-foot radiator replaces the old two-tower antenna at the WBT transmission plant ten miles from Charlotte. It employs a new radial ground system and other features never before used in combination for a radio antenna, making it perhaps the most modern designed antenna in the entire world.

BALBOA BREWING CO., Los Angeles (Balboa beer), after a test campaign, has signed for a series of one-minute daily transcriptions for 52 weeks on KFI, Los Angeles; KGER, Long Beach, and XEBC, Mexico. Chet Crank Advertising Agency, Los Angeles, handles the account.

STUDIO CROWDS
WHB Now Admits Only When They Write

REVERSING its policy of admitting visitors to an auditorium where they could watch programs, WHB, Kansas City, now admits guests by cards which can be obtained only by writing for them. The auditorium has been converted into additional studio and office space.

Under this arrangement, the size of studio audiences can be kept under control. Previously a number of plans had been tried to take care of the demand for seats in the auditorium and studios, including installation of a soda fountain and tables in a spectators' gallery. Even that failed to keep down the crowds.

AUTHORITY to transmit sustaining programs to "all stations in Mexico" is sought in an application filed with the FCC recently by the Universal Advertising Agency, of Laredo, Tex.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C. N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

R. C. POWELL
Broadcast Station
Design
Erection
Maintenance
General Motors Bldg., New York City

RADIO ACCOUNTING SYSTEM INSTALLATION
R. V. Wilson, C.P.A.
509 Plain Dealer Building
Cleveland, Ohio
'Phone: Cherry 4404

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

BROADCASTING

Broadcast Advertising

1935

YEAR BOOK

a complete index of commercial broadcasting!

The YEAR BOOK Will Be Published February 15, 1935,

as a supplement to the regular issue of BROADCASTING of that date. It will be sent without added cost to all subscribers to BROADCASTING. Copies to non-subscribers and extra copies will be $2.00 each.